ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

VISITOR USE AND PROFILE SURVEY

Technical Appendix

Section A:
Methodology

Presented To: Travel Alberta

and

Canada/Alberta Tourism Agreement (CATA)

ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

VISITOR USE AND PROFILE SURVEY

Technical Appendix

Section A:
Methodology

Presented To: Travel Alberta

and

Canada/Alberta Tourism Agreement (CATA)

Presented By: Ruston/Tomany & Associates, Ltd.

February, 1989

INTRODUCTION

I. Purpose Of The Technical Appendix

The Technical Appendix is provided to document the study design for the 1987/1988 National Parks Utilization Study -- Stage I[1], Visitor Use and Profile Survey conducted by Ruston/ Tomany & Associates on behalf of Travel Alberta in sufficient detail that:

- assumptions made in arriving at the final estimates are clearly evident;
- the reliability of individual statistics within the data base can be calculated; and
- the survey can be replicated.

II. Structure and Contents of the Technical Appendix

The Technical Appendix is comprised of several distinct parts so that the reader can readily find the type of information he or she requires without any one document becoming too cumbersome. The contents of these separately bound sections are described below:

- Section A -- The Methodology

  This volume contains a detailed description of the survey methodology, sample selection process, field procedures, stint completion and substitution information, weighting and projection assumptions and rules, and expenditure allocation rules utilized in arriving at the final survey findings.

---

[1] Stage II will focus on preparing a marketing and development plan for the Rocky Mountain National Parks.

- **Section B -- Data Collection And Coding Materials**

  Questionnaires used in the study changed slightly in content over the year long field period and were translated into three languages. The survey instruments used in the field, including questionnaires in their various versions and languages, cover letters, and other recording documents used to capture data are included in these volumes (Section B, Volumes 1 and 2). The manual used to train interviewers to implement the field methodology and the coding manual used to code and edit completed questionnaires constitute a separate Appendix to Section B (Volume 3). Site location maps are also included in this volume.

- **Section C -- Detailed Stint Information**

  This section contains all sample grids used in the sample selection process, the listing of stints selected for each seasonal sample and details of the outcome of each stint conducted in the survey.

SECTION A

TABLE OF CONTENTS

A. OVERVIEW OF METHODOLOGY.............................. 5

B. SAMPLE DESIGN AND SELECTION........................... 17

B.1. The Sample Frame.................................... 17

B.2. Stratification Of The Sample Frame.................. 18

B.3. Stint Definition.................................... 20

B.4. Building The Frame.................................. 21

B.5. Sample Selection.................................... 21

B.6. Respondent Selection................................ 24

B.7. Stint Assignments And Completions................... 24

C. FIELD PROCEDURES...................................... 28

C.1. Highway Procedures.................................. 28

C.2. Night-Time Observation Procedures................... 30

C.3. Train Procedures.................................... 31

C.4. Scheduled Bus Procedures............................ 31

C.5. Chartered Motorcoach Procedures..................... 31

C.6. Ski Hill Interview Procedures (Winter Only)......... 32

C.7. Return Procedures For The "Mailback" Questionnaire... 33

D. **WEIGHTING AND PROJECTION ASSUMPTIONS AND RULES** 35

D.1. An Overview Of The Weighting Process 35

D.2. Roadside Weighting And Adjustments 38

D.2.a. Stint Weight 38

D.2.b. Private Vehicle Weights (Party Weight) 39

D.2.c. 24 Hour Adjustment Weight 40

D.2.d. Flow Adjustment Weight 42

D.2.e. Special Road Weight For Pooling Banff East Gate Traffic 43

D.2.f. Winter Dusk Period And Olympics Adjustments 45

D.3. Scheduled Buses And Train Weighting And Adjustments .. 50

D.4. Overnight Charter Weighting And Adjustments 51

D.5. Adjustments Made To Seasonal Data Files 53

D.6. Response Rates And Examination Of Mailback Responses. 55

E. **ALLOCATION AND ASCRIPTION OF EXPENDITURE** 62

E.1. Introduction 62

E.2. Procedures For Prepaid Expenditures 64

E.3. Direct Expenditures 67

E.4. Edit For Accommodation Costs -- Prepaid/Direct 69

E.5. Allocation Of Expenditures To Parks 69

F. **CALCULATION OF VARIANCE FOR INDIVIDUAL STATISTICS** 70

F.1. Assignment Of Stints To Replicates 70

F.2. Calculation Of The Design Effect Factor 71

APPENDICES

A. OVERVIEW OF METHODOLOGY

The National Parks Visitor Exit Survey was a cordon type survey in which randomly selected representatives of travel parties leaving the four Rocky Mountain National Parks via highway, scheduled bus, scheduled train and chartered motor-coach were interviewed. Interviewing was conducted from June 15, 1987 through June 14, 1988.

• The Decision-Making Structure

To facilitate the study design, implementation and analysis phases, a Steering Committee was created by Travel Alberta. This body, under the leadership of Travel Alberta research personnel, undertook a consulting and decision-making role throughout the two years required to complete the study. Organizations represented on the Steering Committee included:

Travel Alberta*
British Columbia Ministry of Tourism and Provincial Secretary*
Tourism Development, Department of Regional Industrial Expansion
Canadian Parks Service*
Statistics Canada*
Banff - Lake Louise Chamber of Commerce
Jasper Chamber of Commerce
Ruston/Tomany & Associates*

A Technical Committee (*) was struck from the full Steering Committee to deal with complex methodological issues as they arose throughout the course of the study. Decisions regarding sampling, weighting and estimation procedures were discussed and approved by the Technical Committee prior to implementation by Ruston/Tomany & Associates. In view of the number of such decisions that occur in a study of the scope and complexity of the Visitor Use and Profile Study, the Technical Committee proved invaluable in meeting the high quality objectives of the study.

- **Sampling And Weighting**

A multi-stage stratified probability sample, stratified by mode of exit, exit port, weekday/weekend and season was designed by Ruston/Tomany & Associates and John Smart, President of Applied Marketing Statistics. The sample of stints (time periods or events[1]) used in the study was selected using a random selection computer program. Adjustments to the final sampling plan for each season were made by Travel Alberta personnel and reflected concerns about under-representation of subjectively important locations/times.

Survey completions were computer-weighted to reflect the inverse of the probabilities of selection on a stint, vehicle or party and individual level. These weights were used to expand the sample, on a season-by-season basis, to reflect all non-resident parks entrants, visitors and visitor expenditures during the survey period. Details of the sample design and weighting system are included in Section A, Chapters B and D of the Technical Appendix.

- **Data Collection**

The survey design involved interviewing individuals as they left the national parks by road, scheduled bus/train or chartered motorcoach. Mechanics of the data collection phase of the study are detailed in Section B of the Technical Appendix.

---

[1] Bus, train or charter motorcoach departures.

In order to qualify to complete an interview, respondents had to live outside the parks, could not be in the park on a sales call or delivery, as a member of a work crew or employee, or commuting to or from work or school. Additionally, the selected respondent had to be leaving the parks system for the last time on the "entire trip". People from all origins were eligible for inclusion in the study.

- Roadside, Scheduled Bus, Scheduled Train Interviews

A fifteen minute interview was administered to qualified respondents by Ruston/Tomany & Associates' trained interviewers. The "on-site" questionnaires were prepared in a self-completion format for roadside traffic during the winter season due to the extremely cold weather conditions.

Qualified respondents were asked a series of questions designed to ascertain whether they further qualified as a "parks visitor" or were, by the following definitions[1], considered to be a "pass-through" parks entrant:

  - Parks Visitor

    An individual who had entered at least one of the four Rocky Mountain National Parks and had spent any time, and/or spent any money and/or done any sightseeing within the four parks' boundaries.

---

[1] For a full set of study definitions, see pages 13-16.

- **Pass-through**

  An individual who had entered at least one of the four Rocky Mountain National Parks but did not spend any time, money, or do any sightseeing in any park.

In order to define a respondent as a visitor or a pass-through, questions were administered to ascertain which national parks had been entered, and which activities or services within the parks had been utilized ("Screening Questionnaire").

Parks visitors were asked to complete a questionnaire detailing characteristics of their trip (including the number of nights away from home, number spent in the national parks, type of accommodation used within the parks and number of nights spent in each, prepaid and direct expenditures for the travel party).

Limited demographic information was obtained from both visitors and pass-throughs. Each visitor was given a self-completion questionnaire in the appropriate language to be filled out and mailed back after leaving the park. The "mailback" questionnaire included questions about sites visited and activities participated in while the visitor was in Banff and/or Jasper National Park, ratings of these two parks on a variety of characteristics, and additional behavioural and demographic information about the household.

- **Chartered Motorcoach Interviews**

Chartered motorcoach information was collected via a self-completion questionnaire. These questionnaires were similar in content to the administered "on-site" questionnaire used for other modes. The modified "on-site" and standard "mailback" questionnaires were distributed to randomly selected passengers boarding a qualified motorcoach (an overnight charter coach departing the parks). All boarding passengers were considered to be parks visitors.

- **Non-English Interviews**

French, German and Japanese translations of the survey materials were available in a self-completion format. If a selected individual was not comfortable completing the interview in English, the appropriate non-English materials were provided.

All questionnaires were pre-tested[1] prior to their use in the field. Copies of the field materials used in the study are included under separate cover in Section B of the Technical Appendix[2].

---

[1] Questionnaire pre-tests were carried out for the four travel modes included in the survey (roadside, scheduled bus and train and chartered motorcoach) on May 21 and 22, 1987. Pre-test interviews were conducted by trained Ruston/Tomany interviewers, and were supervised by the National Field Director, the Study Manager and the Project Director. Approximately twenty-five pre-test interviews were completed, and slight changes in questionnaire administration were made as a result of these findings. All pre-test interviews were conducted "on-site" in the Rocky Mountain National Parks.

[2] Copies of English versions of the roadside summer and winter questionnaires are appended to this document for reference purposes. See Section B, Volumes 1 and 2 of the Technical Appendix for complete set of questionnaires.

- **Traffic Counts**

In addition to the interviewing periods, traffic counts were taken at each roadside stint. These counts were supplemented by passenger counts for bus, train and motorcoach stints. Together, these counts formed the nucleus of entrant traffic used in projecting the survey sample to the universe of parks entrants, pass-throughs and visitors. Details of the sampling and weighting procedures used are described in Section A, Chapter D of the Technical Appendix.

Safety considerations precluded traffic diversion and interviewing after dark on roadways throughout the parks system. In order to arrive at estimates of total parks visitation within each season and on an annual basis, night traffic counts of total private vehicles, transport trucks and buses were undertaken. These counts were incorporated into the total weighting and projection plan such that the final estimates reflect a full 24 hour day. The underlying assumption of this portion of the weighting is that private vehicle traffic exiting the parks during darkness shares the same characteristics as that surveyed during daylight hours.

Stint cancellation caused by factors other than weather and/or weather-related road conditions required replacement according to pre-established rules. Stints cancelled as a result of inclement weather or unsafe road conditions were "replaced" synthetically, using a multiple regression analysis (MID Analysis). Where possible, actual traffic counts were obtained for the weather-missed stints and were incorporated into the final estimating procedures.

- **Special Winter Procedures**

As mentioned previously, for most of the winter season (December 11, 1987/April 14, 1988), initial screening at the roadside was administered by an interviewer using an expanded Screening Questionnaire, but a sizeable portion of the "on-site" questionnaire was provided in a self-completion format. This approach was required because of the winter weather conditions in the parks.

In addition, special strata were designed to capture "dusk" skiers exiting the parks at the Banff East and Jasper East gates. Without this procedure, the research would likely have systematically under-represented the exiting skier population because a sizeable portion of it is thought to exit the parks during time periods in which it is too dark to interview safely.

The procedure developed involved interviewing at randomly selected ski hill parking lots between 3:00 p.m. and 5:00 p.m.[1]. Only those skiers leaving the parks during pre-defined "dusk hours" and through specific exit points were deemed eligible for inclusion in the ski hill sample.

---

[1] This time period was selected to reflect the fact that ski-lifts at the four in-park ski resorts closed at 4:00 p.m. At the end of the winter season, interviewing at the Lake Louise resort took place from 4:00 p.m. to 6:00 p.m. to reflect the extended ski-lift hours.

RECORD OF MONITORED STINTS AND VALIDATED COMPLETIONS

STINTS	#	%
Total Stints Conducted[1]	394	100
Total Stints Monitored:	97	25
By Ruston/Tomany Head Office Staff	28	7
By Ruston/Tomany On-Site Study Coordinator	69	18

COMPLETIONS	#	%
Total Completions[2]	3228	100
Total Validations Attempted:	361	11
Successful	307	10
Unsuccessful (Not Home, Busy, Moved Away, Refusals, Etc.)	54	2

All interviewing was monitored by on-site Ruston/Tomany trained supervisory personnel. Telephone validations of interviews were conducted within one month of the interview date.

---

[1] Including observation stints.

[2] Includes outlier interviews. Charter motorcoach interviews were excluded from the validation process because of the high proportion of non-English speaking respondents and the difficulty in recontacting overseas visitors.

- **Completed Interviews**

A total of 3551 interviews were completed over the year. Ten "outlier" interviews were removed from the data file and imputed stints (for stints cancelled because of weather conditions) were added to the data file at the tabulation stage. The final distribution of usable interviews on which the tabulations are based, by season and mode, is shown in the following table:

BY SEASON[1]

	TOTAL	SUMMER	FALL	WINTER	SPRING
ENTRANTS	3663	1504	523	1087	549
VISITORS	2783	1189	378	822[2]	394
PASS-THROUGH	880	315	145	265	155

BY MODE

	ROAD[3]	BUS	TRAIN	CHARTER
ENTRANTS	3002	131	197	333
VISITORS	2132	126	192	333
PASS-THROUGHS	870	5	5	N/A

The facing table details stint monitoring and in-office validations conducted on completed interviews over the full

---

[1] Seasons were defined by Travel Alberta as follows:

Summer	June 15 to September 7
Fall	September 8 to October 31
Winter	November 1 to April 14
Spring	April 15 to June 14

All figures include imputed stints.

[2] 390 Returned winter behavioural mailback.

[3] Includes ski hill interviews.

DISPOSITION OF CONTACTS

	Total	By Season...			
	Contacts	Summer	Fall	Winter	Spring
(Actual)	(6,876) %	(2,784) %	(959) %	(2,022) %	(1,111) %
Refused Before Screening	6	5	5	5	9
Disqualified Vehicle Party[1]	15	11	17	19	19
Not Final Exit From Parks System[2]	24	28	21	22	21
Qualified, But Refused After Screening	1	1	2	1	1
Total Completions With Qualified Parks Entrants	53	54	55	54	49

---

[1] Includes parks residents, staff, emergency vehicles, taxis, sales calls, deliveries, etc.

[2] To qualify, the respondent had to be leaving the parks for the last time on the entire trip.

course of the study. The facing table details the contacts made in order to achieve the completed interviews.

- **Coding, Editing, Data Tabulation**

Ruston/Tomany & Associates' data processing department edited all questionnaires for internal consistency, and prepared code lists for review and approval by Travel Alberta personnel. Code lists were expanded on a seasonal basis to reflect issues and concerns that emerged as the complexion of parks visitation changed over time. The coding manual utilized in the data handling stage is provided in Section B of the Technical Appendix.

All data entry was verified. Prior to presentation of final estimates for each season, a review of existing information available to members of the Steering Committee about the number of visitors and their usage patterns in the Rocky Mountain National Parks was undertaken. These reviews were conducted in conjunction with the Steering Committee about the number of visitors and their usage patterns in the Rocky Mountain National Parks, and any adjustments made to the original data file were approved by the Technical Committee. Expenditure information provided by parks visitors was allocated to categories and to Banff and Jasper National Parks according to pre-established rules. Details of the procedures used to review estimates and to assign expenditures are to be found in Section A, Chapters E and F of the Technical Appendix.

- **Survey Definitions**

Parks Entrant

Any person who entered the national parks other than those who live or work in the parks, or are in the parks for the purposes of commuting to or from work or school, on a sales or service call, or pick-up or delivery.

Parks Visitor

An entrant who spent any time, money or did any sightseeing while within the four Rocky Mountain National Parks boundaries. Visitors to individual parks are defined to be those individuals who spent any time, money or did any sightseeing within the boundaries of the specific park[1]. Thus, the individual who entered Yoho National Park and Banff National Park, but spent time/money or did sightseeing only in Banff National Park is defined as follows:

- Visitor to the Rocky Mountain National Parks;
- Visitor to Banff National Park;
- Pass-through to Yoho National Park.

Parks Pass-Through

An entrant who did not spend any time or money and did not do any sightseeing while within the four Rocky Mountain National Parks' boundaries is a Pass-through for the entire parks system. The individual who entered but did not spend any time/money or do any sightseeing in a specific park is defined as a pass-through for that specific park.

Travel Party

For visitors exiting the park by private vehicle, travel party is defined as those persons travelling with them in the vehicle. For those visitors exiting via bus, train or motorcoach, the travel party includes those people whom the respondent considers to be travelling with him or her in the same travel party. This, however, does not include all people travelling together on a bus or train. In some cases, travel parties consist of members from more than one household.

---

[1] In case of overnight charters and all non-English respondents, "entrants" to a specific park are also defined as "visitors" (see questionnaires for question wording).

Person Visitor/Entrant

A person entrant is one person who entered the Rocky Mountain National Parks system. A person visitor is one person who visited the Rocky Mountain National Parks system. If four people are travelling together, the particulars of this trip are applied to each member of the travel party. This results in a total of four person entrants or visitors, depending on the characteristics of the trip.

Party Visit/Entrant

An entrance to the Rocky Mountain National Parks by all members of the travel party constitutes one party entrant. Regardless of the number of people in the party, it is considered one party entrance or party visit, depending on the characteristics of the trip.

Person Night

A person night is one night on a trip spent by one person. If two people spend three nights each, this constitutes six person nights.

Party Night

This is one night spent on the trip by the party. If two people from a travel party spend three nights, this constitutes three party nights.

- **Findings**

Findings of the study are available in the following documents:

- **Reports**

  Volume I -- Executive Summary

  Volume II -- General Summary
  Volume, Value And Trip Characteristics

  Volume III -- General Summary
  Activities, Sites And Attitudinal Information

- **Detailed Tabulations**

  Volume I -- Administered Questionnaire Data (Sections A, B, C, D)

  Volume II -- Self-Completion Questionnaire Data (Sections A, B, C)

- **Technical Appendix**

  Section A: Methodology

  Section B: Data Collection, Survey Manual and Coding Materials (Volumes 1, 2, 3)

  Section C: Detailed Stint Information

- **Data Tape**

B. SAMPLE DESIGN AND SELECTION

B.1. The Sample Frame

A frame is a complete list of items from which the sample is to be drawn. The frame definitions for the National Parks Utilization Study -- Stage I, differed by mode. For roadside exits, the frame is comprised of all possible time periods[1]. Scheduled bus and train frames are comprised of the train/bus schedules of all departures from Alberta parks' depots or stations. The motorcoach frame includes all hotels and motels in the parks which host overnight motorcoach charters[2].

All park exits, with the following exceptions, were included in the survey.

- Settler's Road (an unimproved secondary exit road); and
- bus and train depots or stations in Yoho and Kootenay National Parks.

These exits were excluded because an extremely low yield of qualified visitors was anticipated from these ports.

---

[1] The frame includes both daylight and darkness time periods. Interviewing stints were selected from daylight periods and night observation stints were selected from darkness periods. See Section C.2 for a discussion of night observation stints.

[2] The few establishments which did not provide approvals for interviewing on their premises were excluded from the frame.

B.2. Stratification Of The Sampling Frame

The purpose of stratification of a sampling frame is to increase the yield of a target population and to improve the precision of an estimate of a target population. For the purposes of the National Parks Utilization Study -- Stage I, the sample was stratified according to the following elements:

1. Season
2. Time of Week
3. Time of Day (Summer Season Only)
4. Transportation Mode
5. Location

Definitions of each stratum are presented below:

1. **Season**

Summer	June 15 to September 7
Fall	September 8 to October 31
Winter	November 1 to April 14
Winter Olympics	February 13 to February 28
Spring	April 15 to June 14

2. **Time of Week**

Weekend: Friday evening, Saturday and Sunday. Also included in the weekend stratum are all statutory holidays and the evening immediately preceding them.

Weekday: Sunday midnight through Friday prior to the weekend period beginning (excluding all statutory holidays and the preceding evenings).

The exact start and end times of the weekend varied according to daylight hours. The schedule of times and statutory holidays used in the study is provided in Exhibit A (appended).

3. **Time of Day (Roadside Interviewing)**
   Two sub-strata were created for time of day during the summer season. This step was taken after an examination of summer season traffic volumes (provided by Alberta Transportation) indicated that these volumes were very different pre and post 2:00 pm. Highway 11 was excluded from this breakdown, however, because no weekend summer stints after 2:00 p.m. were conducted at this exit in this study. These sub-strata are post-sampling artifacts (i.e., they were created after the data collection was completed).

4. **Transportation Mode**

   Private vehicles

   For the purpose of this survey, private vehicles are automobiles, vans, light trucks and pickups (even if they have commercial identification), truck campers, motorhomes/R.Vs, and motorcycles. Hikers and travellers on bicycles were also included in this stratum.

   Scheduled Bus

   All scheduled buses departing from Alberta parks' bus terminals as well as the Airport Bus which stops to board passengers at selected accommodation properties within the parks were included. Departures occurring between midnight and 6:00 a.m. were excluded because the yield of completions was deemed to be too low to warrant inclusion in the study.

Charter Establishments

- Banff Springs Hotel
- Chateau Lake Louise
- Post Hotel
- Emerald Lake Lodge
- Banff Rocky Mountain Resorts
- Ptarmigan Inn
- Marmot Lodge
- Radium Hot Springs Lodge
- Lake Louise Inn
- West Louise Lodge
- Whistlers Motor Hotel
- Irwin's Motor Lodge
- Mountaineer Motel
- Jasper Park Lodge
- Banffshire Inn
- Rimrock Inn
- Sawridge Hotel Jasper
- Chateau Jasper
- Traveller's Inn
- Charlton's Cedar Court
- Andrew Motor Lodge
- Jasper Inn Motor Lodge
- Cascade Inn
- Deer Lodge
- Inns of Banff Park
- Douglas Fir Resort
- Homestead Inn
- Charlton's Evergreen Court

Scheduled Train

All trains departing from the Alberta parks only were included in the frame.

Chartered Motorcoach

Overnight charter coaches departing from parks' accommodation properties.

5. Location

Park locations by mode are described on the following table:

Roads	Scheduled Bus	Scheduled Train	Charter	Ski Hill
Banff East (Hwy. 1)	Banff Bus Depot	Banff Train Station	Selected Establishments That Host Charter Motorcoaches (See Facing Page)	Mt. Norquay, Sunshine Village, Lake Louise, Marmot Basin
Yoho West (Hwy.1)	Jasper Bus Depot	Jasper Station		
Jasper East (Hwy. 16)	Lake Louise Depot	Lake Louise Station		
Jasper West (Hwy. 16)	Airport Bus from Accommodation Establishments			
Kootenay West (Hwy. 95)				
Banff East (Hwy. 11)				

B.3. Stint Definition

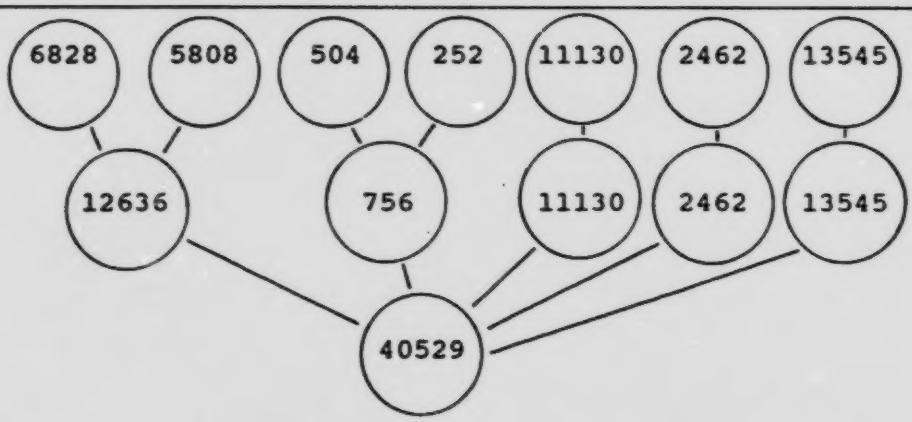
The Primary Sampling Unit (PSU) in the study is the stint. The stint is a period of time or an event which can be observed.

FRAME SIZE

(Counts Of All Possible Stints)

	Location/Modes						
	Private Vehicle Day Exits (1-6)	Private Vehicle Night Exits (1-6)	Ski Hills (Dusk) (1-4)	Skier Exits (Dusk) (1&2)	Bus Depots (1-3)	Train Depots (1-3)	Motor-coach Accommo-dations
Summer, 1987							
Weekday	1314	696	-	-	1831	382	8378
Weekend	726	402	-	-	1059	282	
Fall, 1987							
Weekday	684	636	-	-	1122	236	1138
Weekend	288	336	-	-	552	113	
Winter, 1987/88							
Weekday	1596	1804	-	-	3124	711	2054
Weekend	710	1152	-	-	1569	346	
Olympics, 1988							
Weekday	30	26	-	-	-	-	-
Weekend	16	24	-	-	-	-	
Skier (Dusk), 1987/88							
Weekday	-	-	276	138	-	-	-
Weekend	-	-	228	114	-	-	
Spring, 1988							
Weekday	954	450	-	-	1228	259	1975
Weekend	510	282	-	-	645	133	

TOTAL



For roadside locations during the summer and spring seasons, the stint is defined in terms of time:

- 3.5 hours for a daytime stint;
- 5.0 hours for a night count stint.

In the fall and winter seasons, these times were adjusted to reflect available daylight hours (See Exhibit A, appended). For other modes, the "event" is a train, bus or motorcoach departure.

B.4. Building The Frame

To draw a random sample of stints, a frame composed of all primary sampling units for each mode of exit was developed. Within each season, the stints for each mode were enumerated and cumulated by weekday and weekend to form a complete list. An example of a sample frame is provided on the facing page[1].

B.5 Sample Selection

A random sample of stints was drawn for each mode from the appropriate frame in accordance with the sample sizes set for each stratum. If stints were selected that required double scheduling of an interview crew, one stint was reallocated (one week earlier or later, on a random basis).

Since stints were being selected completely at random, there was the opportunity for gaps in the coverage of specific time periods at specific exit points to occur. In these instances, Travel Alberta personnel could elect to utilize parts of alternate random samples provided by Ruston/Tomany & Associates. Each seasonal sample was judged separately by Travel Alberta staff to determine whether an adjustment was in the best interests of the study.

---

[1] See Section C of Technical Appendix (under separate cover) for full presentation of sample grids.

Samples were drawn separately for each stratum such that separate seasonal samples were drawn for weekends and weekdays for each of the following strata:

Road/Daylight
Road/Night (Darkness)
Bus
Train
Motorcoach

Special winter samples were drawn for the following:

Road/Daylight (Olympic Stratum)
Ski Hill/Daylight
Skier Exit/Night

- Roadside Sampling

An enumeration of all available blocks of daylight interviewing times was used to generate the roadside sample. Each possible block of time had a corresponding number. Using a random number generation program, the required number of stints was selected for each stratum.

- **Bus And Train Sampling**

Stints are bus and train departure times. All possible departures (between 6:00 a.m. and midnight) during the season were listed for each mode separately.

Each bus departure was given a corresponding number. A sample of bus departures was then drawn using a random number generation program. The same process was repeated for train departures.

- **Motorcoach Sampling**

The procedures for the Motorcoach sampling were as follows:

> Separate weekend and weekday samples of accommodation establishments were drawn from all overnight charter hosts in the parks.
>
> Properties were listed according to the number of charters they expected to host (for the summer season) or hosted in the past year (for all other seasons). Properties that did not or could not provide historical counts had a charter volume imputed, based on other similar properties' performances in the parks. Within three size strata, properties were listed from largest to smallest based on the number of charters hosted to ensure adequate representation of the larger charter hosts (thereby increasing the potential yield of each charter stint). The total number of charters was then summed. The total was divided by the sample size required for the motorcoach sector to generate a skip interval for selection of properties.

Interviewing was conducted at the selected establishment during the specified time period for which it was selected. If the establishment had no Motorcoach departures during the specified time period, interviewing was conducted at a substitute establishment (from the same accommodation size stratum if possible).

B.6. Respondent Selection

The reporting unit for the study is an individual parks entrant 16 years of age or over. Respondent selection for multi-person parties was based on the individual 16 years of age or over with the "next birthday". Information on expenditure within the parks was collected on a party rather than an individual basis. Thus, if the respondent was not the person most knowledgeable about the travel party's expenditures, this information was collected from a knowledgeable party member. In the case of the train and bus interviews, this process could require that the respondent seek the appropriate person in the station and include him/her in the expenditure portion of the interview.

In the case of the charter interview, every nth[1] passenger (16 years of age or more) boarding a qualifying motorcoach departure was provided with a self-completion version of the "on-site questionnaire" and the "mailback questionnaire".

B.7. Stint Assignments And Completions

At the outset of the study, it was expected that some roadside stints would be cancelled because of personnel difficulties, road construction and/or adverse weather or road conditions. Rules were established for these possibilities:

---

[1] At the outset of the study, the interval was every 4th passenger. It was reduced to every 3rd and then to every 2nd passenger as the study progressed to increase the efficiency of stints.

- roadside stints cancelled as a result of personnel difficulties were "replaced" exactly one week after the missed stint;
- construction-related and road closure-related missed stints were not replaced; and
- stints cancelled because of weather or weather-related road conditions were imputed using an optimising type of segmentation analysis called Multivariate Interaction Detector (M.I.D.)[1].

The M.I.D. analysis was deemed superior to replacement because it reduces the bias of "fair weather" stints (replacement of a poor weather period with a good weather period).

To meet the requirements of the M.I.D. statistical procedure, interviewers recorded weather conditions for every stint, using standardized factors. These factors were obtained for conducted and weather-cancelled stints[2].

The weather conditions by exit and day were subjected to an M.I.D. analysis to establish the best replacement stint given prevailing conditions for the aborted stint. The analysis was

---

[1] John Smart, President of Applied Marketing Statistics performed the M.I.D. Analysis. The technique, which is based on the Analysis of Variance principles, was originally developed by Morgan and Sonquist at the Survey Research Centre, University of Michigan.

[2] It should be noted that with the exception of road closures due to weather, vehicle counts were undertaken even if interviewing could not be done.

performed independently for each season. It required the input of a criterion variable (vehicle counts) and predictor variables (weather/road conditions). The technique searches for the predictor variable that is most closely associated with the criterion variable and divides the sample into two parts on this basis. The two "parts" are again subjected to analysis to establish the next most closely related predictor variables for each "part". Each sub-group is then split into two additional sub-groups. This procedure is repeated for all remaining predictor variables until a specified limit is reached, resulting in a diagram (see example appended) from which the following can be inferred:

- the relative importance of different variables;
- the number of cases that fall into clusters that may prove important in developing the imputation strategy; and
- the hierarchy of relationships among variables.

The M.I.D. technique was applied to 24 cases. In each case, it identified a conducted stint that most closely resembled the the missed one on key weather-related and stint characteristic variables. This identified stint was then used as a substitute for the missed stint.

Charter motorcoach stints were replaced only if no accommodation establishments in the parks could be found with motorcoaches departing during the specified stint period. These stints were rescheduled one week after the missed stint.

RECORD OF STINTS AND COMPLETIONS
(BY MODE, BY SEASON)

			By Mode						
			Road		Ski Hill				
		TOTAL	Inter-view	Obser-vation	Inter-view	Obser-vation	Bus	Train	Charter
ANNUAL									
	Possible	23964	6828	5808	504	252	8110	2462	N/A[2]
S	Scheduled	426	160	37	12	8	68	68	73
T	Completed	394	133	37	12	8	68	68	73
I	Cancelled:	32	27	-	-	-	-	5	-
N	Weather	24	24	-	-	-	-	-	-
T	Strike	5	-	-	-	-	-	5	-
S	Construction	3	3	-	-	-	-	-	-
	No Qualifiers[1]	52	1	-	-	-	20	8	23
	COMPLETIONS	3551	2596	-	294	-	137	191	333
SUMMER									
	Possible	5927	2040	1098	-	-	2125	664	N/A[2]
S	Scheduled	190	77	13	-	-	32	32	36
T	Completed	174	66	13	-	-	32	27	36
I	Cancelled:	16	11	-	-	-	-	5	-
N	Weather	11	11	-	-	-	-	-	-
T	Strike	5	-	-	-	-	-	5	-
S	No Qualifiers[1]	22	-	-	-	-	8	1	13
	COMPLETIONS	1504	1137	-	-	-	70	130	167
FALL									
	Possible	3589	972	972	-	-	1296	349	N/A[2]
S	Scheduled	62	25	6	-	-	11	11	9
T	Completed	58	21	6	-	-	11	11	9
I	Cancelled:	4	4	-	-	-	-	-	-
N	Weather	2	2	-	-	-	-	-	-
T	Construction	2	2	-	-	-	-	-	-
S	No Qualifiers[1]	3	-	-	-	-	1	1	1
	COMPLETIONS	523	392	-	-	-	37	13	81
WINTER									
S	Possible	10536	2352	3006	504	252	3365	1057	N/A[2]
T	Scheduled	111	33	12	12	8	14	14	18
I	Completed[3]	102	25	12	12	8	13	14	18
N	Cancelled								
T	(Weather)	8	8	-	-	-	-	-	-
S	No Qualifiers[1]	20	1	-	-	-	8	5	6
	COMPLETIONS	975	606	-	294	-	16	17	42
SPRING									
S	Possible	3912	1464	732	-	-	1324	392	N/A[2]
T	Scheduled	63	25	6	-	-	11	11	10
I	Completed[3]	60	21	6	-	-	12	11	10
N	Cancelled:	4	4	-	-	-	-	-	-
T	Weather	3	3	-	-	-	-	-	-
S	Construction	1	1	-	-	-	-	-	-
	No Qualifiers[1]	7	-	-	-	-	3	1	3
	COMPLETIONS	549	461	-	-	-	14	31	43

---

[1] "No qualifiers" are stints where no qualified respondents were encountered.

[2] See Section B.5 for description of motorcoach sample design.

[3] One scheduled bus stint missed in the winter season was replaced in the spring season.

If, when the interviewers arrived at the selected accommodation, it was found that none of the departing motorcoaches was leaving the parks (only coaches departing the parks on the interview day were qualified for inclusion in the study), the stint was considered a "null" stint (i.e., no qualifiers encountered) and was not replaced.

The table on the facing page details the number of possible stints, the number assigned, and the number completed by mode for each season.

For a complete list of the times and locations of each selected stint, and details of completed stints, please refer to Section C of the Technical Appendix (under separate cover).

C. FIELD PROCEDURES

In this chapter, descriptions of the fundamental data collection procedures for each mode are provided. Detailed procedures, including the Interviewer Manual which describes the sequence of activities involved in data collection, and copies of all questionnaires used in the Visitor Use and Profile Survey can be found in **Section B, Volumes 1 and 2 of the Technical Appendix** (under separate cover).

Because the procedures used to capture information differ by mode, each mode is treated separately below.

C.1. Highway Procedures

Interviewing exiting visitors at roadside sites involved the following steps:

- Setting up a vehicle diversion site on the roadside, using Alberta Transportation approved signage and safety procedures (see Detailed Procedures, in the Interviewer Manual);

- Diverting randomly selected exiting private vehicles[1] into the screening area;

- Screening passengers of diverted vehicles for qualified respondents;

---

[1] Excluding taxis, emergency, police and Canadian Parks Service vehicles.

- In all seasons except winter, trained Ruston/Tomany & Associates' interviewers administered an "on-site questionnaire" to qualified respondents and provided visitors with a "mailback questionnaire" for self-completion and return. The winter weather conditions required that essential data from the "on-site questionnaire" be incorporated into an "expanded screening questionnaire". This questionnaire was administered by Ruston/Tomany & Associates' interviewers. The correspondingly smaller on-site questionnaire was distributed in a self-completion format to qualified respondents. A separate brief questionnaire was administered by the interviewer to obtain critical information from winter pass-through traffic;

- Tallying all vehicles (including diverted vehicles) exiting the parks at the site; and

- Observing all safety procedures appropriate to working on a public highway.

Highway interviewing did not take place under the following conditions:

- Between 9:00 p.m. and 7:00 a.m., or whenever darkness made it impossible and/or unsafe to interview;

- When weather conditions made interviewing unsafe (i.e., in the rain, snow or fog, or when roads were wet);

- When local authorities or parks' personnel recommended that interviewing not take place; and

- When vehicle diversion created traffic congestion, causing a safety hazard to motorists.

All highway sites were chosen and designed by experienced Ruston/Tomany personnel in conjunction with Provincial and Parks traffic and safety authorities.

The Field Coordinator and Project Director were present at the first stint at each highway site in order to see that set-ups and safety procedures were followed in an appropriate manner and to solve any last minute problems encountered by the crew.

C.2. Night-Time Observation Procedures

In order to gather traffic volumes and characteristics (i.e., buses, transport trucks, private vehicles, etc.) for the time periods deemed too dark to interview (the specific times varied by season), a number of night observation stints were conducted at the roadside sites. For these stints, two interviewers counted traffic and recorded traffic composition and origin (Alberta/non-Alberta)[1] from their vehicle, which was parked safely off the road in the vicinity of the interviewing site.

---

[1] The origin data was not utilized in the general weighting plan because poor lighting conditions at some exits made it impossible to record accurately. This type of information was, however, used in adjusting data for pass-through skiers in the winter season.

C.3. Train Procedures

Interviewing at the Via Rail Terminals involved the following steps:

- Alerting station personnel of the stint schedule before the stint took place;
- Interviewers circulating through the station and adjacent lounges, approaching potential respondents using a random interval process (nth);
- Screening passengers for qualified respondents;
- Interviewing qualified respondents; and
- Gathering counts of boarding passengers from station personnel and by observation.

C.4. Scheduled Bus Procedures

The steps involved in interviewing at the Bus Terminals in the parks were identical to those used at the rail terminals.

C.5. Chartered Motorcoach Procedures

Interviewing passengers leaving the parks on chartered motorcoaches which had spent at least one night in the parks involved the following steps:

- The selected accommodation was notified of the upcoming stint the night before it occurred, and details of departing motorcoaches were obtained;

- The interviewing crew arrived at the selected accommodation one-half hour before the first motorcoach or coaches were due to depart;

- One interviewer contacted bus drivers or tour guides in order to screen for qualified buses departing the parks and to gather passenger counts for those buses;

- Every nth passenger on qualified buses was provided with a self-completion version of the "on-site questionnaire" and the "mailback questionnaire" to fill out and mail back after leaving the parks[1].

C.6. Ski Hill Interview Procedures (Winter Only)

- Interviewers approached individuals as they were returning to their vehicles in ski hill parking lots at the end of the skiing day;

- In order to qualify for the interview, the individual had to be exiting the parks for the last time on his/her entire trip, and had to anticipate leaving the parks via a specified gate and within a specified time period[2];

---

[1] At the beginning of the survey period, interviewers attempted to administer a questionnaire with charter passengers. The completion rate in these initial eight stints (20 completions) was so low that the methodology was altered to a self-completion format.

[2] The specifications of gate and time were required because these skiers' characteristics would be applied to the traffic counts exiting the parks at specific gates during a time period that corresponded to the time it would take the skier to reach the gate from the ski hill at which he/she was interviewed.

- Interviewers administered an "expanded screening questionnaire" and provided qualifying respondents with a shortened self-completion "on-site questionnaire" and a standard "mailback" questionnaire for self-completion and return; and

- Interviewers counted the total exiting vehicles from the selected ski hill parking lot, and recorded whether or not skis were being carried on the outside of the vehicle. These counts were incorporated into the weighting/projection procedures for establishing an estimate of skier traffic in the parks;

- Vehicle counts were undertaken during the "dusk time period" at Banff East (Highway 1) and Jasper East exits from the parks. To allow for "pass-through" skier traffic, entrance counts were also made at the Yoho and Kootenay West entrances to the parks. These counts were taken into consideration in final estimation procedures. In addition to recording vehicle types, interviewers also recorded the number of private vehicles that passed the gate with skis being carried on the outside of the vehicle and the origin (Alberta/non Alberta) of the vehicles (from licence plates).

C.7. Return Procedures For The "Mailback" Questionnaire

Recipients of a mailback questionnaire were provided with a stamped (Canadian or American postage, depending on anticipated mailing point) return envelope addressed to Ruston/Tomany & Associates' Toronto office. Respondents were asked to complete the questionnaire after leaving the parks, but to do so that same day and to mail it as soon as possible.

If these questionnaires were not received within two weeks of distribution during all seasons except winter, a reminder letter and additional copy of the questionnaire were sent to the individual's home address, provided that the individual was a resident of Canada or the United States.

D. WEIGHTING AND PROJECTION ASSUMPTIONS AND RULES

A key objective of the Rocky Mountain National Parks Utilization Study -- Stage I, Visitor Use and Profile Survey was to estimate total visitor volume and value. In order to obtain these estimates, the data collected were weighted and projected according to procedures and assumptions developed by Ruston/ Tomany & Associates and John Smart of Applied Marketing Statistics, in conjunction with Travel Alberta and Steering Committee personnel.

In this chapter, the steps in the weighting and projecting process are described conceptually. For the algebraic notation, please refer to the description provided by Applied Marketing Statistics (appended).

D.1. An Overview Of The Weighting Process

In weighting and projecting the data, each season was treated independently in order to establish separate volume levels for the four seasons. The weighted, projected data for the four seasons were summed to arrive at the annual estimate of parks volume.

Within each season, weighting and projection factors were developed and applied independently by mode of exit, and weekday/weekend strata. Weighting and projection factors are applied to individual completions so that weighted/projected data provide estimates of total volume and value.

BASIC WEIGHTING PLAN FOR ROADSIDE/SCHEDULED BUS AND TRAIN COMPLETIONS[1]

1. **STINT WEIGHT (WS)**

INVERSE PROBABILITY OF STINT SELECTION WITHIN STRATUM

$$= \frac{\text{Total Possible Stints}}{\text{Sampled Stints}}$$

2. **PARTY/VEHICLE WEIGHT (WP)**

INVERSE PROBABILITY OF PARTY/VEHICLE SELECTION WITHIN STINT

(FOR ROADSIDE)

$$= \frac{\text{Total Private Vehicle Counts}}{\text{Diverted Vehicles} - \text{Initial Refusals} - \text{Non-Qualifying Vehicles}} * \frac{\text{Completions + Qualified Refusal Parties}}{\text{Interviewed Parties}}$$

(FOR BUS/TRAIN)

$$= \frac{\text{Total Parties}}{\text{Sampled Parties} - \text{Initial Refusals} - \text{Non-Qualifying Parties}} * \frac{\text{Completions + Qualified Refusal Parties}}{\text{Interviewed Parties}}$$

3. **24 HOUR ADJUSTMENT WEIGHT**

RATIO OF TOTAL 24 HOUR TRAFFIC ESTIMATE TO DAYLIGHT TRAFFIC ESTIMATES

$$= \frac{(\text{Day Count} * \text{Stint Weight}) + (\text{Night Count} * \text{Stint Weight})}{(\text{Day Count} * \text{Stint Weight})}$$

4. **FLOW WEIGHT**

RATIO OF METERED TRAFFIC TO PROJECTED R/T TRAFFIC COUNTS

$$= \frac{\text{Metered 24 Hour Traffic}}{\text{Ruston/Tomany Projected 24 Hour Counts}}$$

5. **FINAL WEIGHT**

STINT WEIGHT * PARTY/VEHICLE WEIGHT * 24 HOUR ADJUSTMENT WEIGHT * FLOW WEIGHT

---

[1] Excludes chartered motorcoach, special weights applied to address specific issues, e.g., Special Weight For Pooling Banff East Gate Traffic, Winter Dusk Skier Traffic, Adjustments for Self-Completion Returns etc. See details in this chapter.

The general approach to projection can be summarized as follows[1]:

- For each mode, volume data were collected by the study during randomized periods of time (stints). This information was utilized to establish the total flow of traffic by mode through the parks for a specified time period (season, weekend/weekday, daylight hours/ darkness hours). These volume estimates derive from Ruston/Tomany roadside vehicle counts (day and night), the counts of passengers boarding scheduled trains and buses, and the number of overnight charter motorcoach passengers leaving the parks.

- Each time period during which information was collected is expanded to represent all similar time periods (stint weight).

- To ensure that each vehicle party (roadside) or travel party (scheduled train, bus, charter) interviewed "stands for" its correct proportion of total volume during any one time period, a Vehicle Weight (roadside) or Party Weight (other modes) was developed using inverse probabilities of selection.

  For the roadside stratum, this entailed stint by stint adjustments to roadside traffic counts, including the exclusion of non-qualifying vehicles (transport trucks, buses) and non-qualifying or uncooperative vehicle parties.

---

[1] A simplified version of this projection is depicted on the facing page. See Sections D-2/D-6 for a detailed discussion of projection.

An analogous procedure, using Parties as the primary unit, was performed for all other modes.

- The assumption is made throughout the weighting and projection process that the characteristics of daytime (daylight) private vehicle traffic through the parks are identical to those of private vehicle traffic exiting the parks during darkness. Based on this assumption, the characteristics of daytime traffic are ascribed to night traffic (24 Hour Adjustment). This adjustment was applied for all modes except Charter Motorcoach.

- (Roadside Only) Secondary information on parks volume (eg., vehicle counts from traffic counters at specified exits in the parks) was incorporated into the projections as an adjustment factor (Flow Adjustment Weight) once all other weighting and projection steps were completed.

- Weighting factors within each season are multiplied to yield the final weight to be accorded each completion.

- The final estimate of volume is the summation of all independently projected volumes for each mode.

D.2. Roadside Weighting And Adjustments

D.2.a. Stint Weight

Season and weekdays/weekends were treated as eight separate strata at the sampling stage. A listing was made of all possible stints that could have taken place. From this list of stints, samples of stints were selected according to the number of stints required as per the sampling plan. The number of stints selected varied by location and day of week (i.e., weekdays/weekends).

Adjustments for establishing the legitimate vehicle party population respected the sample design, and were undertaken separately for the eight time of week/season strata within each exit point.

In order to weight a stint, the selection procedure was inverted. Thus, a weight was formed by dividing the count of possible stints by the number of stints sampled.

$$\text{Stint weight (WS)} = \frac{\text{Total possible stints}}{\text{Total sampled stints}}$$

For example, suppose that during the Spring season, on the weekend, three road stints are required at a particular exit point from a total possible number of 562 road stints.

$$\text{Sampling Rate} = \frac{3}{562} = .00534.$$

$$\text{Stint Weight} = \frac{562}{3} = 187.33.$$

The stint weight is calculated and applied by stratum.

D.2.b. Private Vehicle Weights (Party Weight)

In the case of private vehicles, the vehicle unit is defined to be identical to a "party". In order to obtain an estimate of total private vehicles or parties, the manual traffic counts (excluding transport trucks and buses) had to be adjusted to take into account the following:

- The probability that a vehicle would be diverted for an interview;
- The probability that a diverted vehicle's randomly selected spokesperson would agree to be interviewed; and
- The probability that a diverted vehicle would not qualify as an entrant (visitor or pass-through) vehicle exiting from the parks. Reasons for non-qualification would be:
  - non-qualifying travellers in the vehicle[1] (e.g., parks' residents, work crews etc.);
  - vehicle not exiting parks for last time on this trip.

---

[1] Vehicles with "mixed parties" -- some qualifying travellers and some non-qualifying travellers -- were excluded from the study.

[redacted]

These factors are built into a single adjustment, referred to as the **Vehicle Weight:**

Vehicle Weight (WV) =

$$\frac{\text{total private vehicle counts}}{\text{diverted vehicles} - \text{initial refusals} - \text{non-qualifying vehicles}} * \frac{\text{interviewed parties and qualifiers that refuse interview}}{\text{interviewed parties}}$$

For example, assume there were 23 private vehicles diverted during a particular Spring weekend stint, of which one selected respondent refused to be interviewed at all, another was screened and qualified for the interview but refused the rest of the interview, and two constituted non-qualifying parties. A total of 1343 private vehicles were counted passing the site.

$$\frac{\text{1343 vehicles counted}}{(23) - (\text{1 Initial Refusal}) - (\text{2 Non-Qualifying})} * \frac{\text{20 qualified parties[1]}}{\text{19 Interviewed parties}}$$

$$\text{Vehicle Weight} = 67.15 * 1.05 = 70.5075$$

The vehicle weight is calculated and applied on a stint by stint basis.

D.2.c. 24 Hour Adjustment Weight

This stage in the weighting process is designed to incorporate traffic exiting the parks during darkness (non-interview period) with traffic exiting during daylight (interview period) to yield 24 hour coverage. The underlying assumption of this adjustment is that daylight private vehicular traffic is identical to, and can therefore "stand for" darkness private vehicular traffic. Vehicle counts[1] completed by Ruston/Tomany & Associates' interviewers during daylight and darkness stints, combined with stint weights are utilized to produce the weight.

---

[1] Qualified = completions and refusals among qualified parties.

$$\text{24 Hour Adjustment Weight} = \frac{(\text{day count} * \text{stint weight}) + (\text{night count} * \text{stint weight})}{\text{day count} * \text{stint weight}}$$

The 24 hour adjustment was calculated separately by season and by high volume (Banff East and Yoho Gates) and low volume gates for the summer season only. The small number of night counts in seasons other than the summer precluded separate calculations for specific gates. Similarly, the number of stints that would fall into each stratum if this weight were applied by exit and by weekend/weekday was too small to warrant adjustments at this level.

The following average seasonal ratios were calculated and applied:

Summer - Yoho, Banff East	1.08	Winter	1.74
- All Other Exits	1.21		
Fall	1.58	Spring	1.18

---

[1] It should be noted that Ruston/Tomany & Associates' interviewers attempted to record Alberta/non Alberta license plate information when conducting traffic counts so that the 24 hour adjustment could have taken this variable into account. Adjustment for this variable was abandoned except in the winter season, because the poor lighting conditions at two of the three British Columbia exits made it impossible for interviewers to identify the plates with accuracy and consistency. It is important to note, however, that in those instances where the plates were distinguishable, the ratios of Alberta/non-Alberta plates were very similar during the day and night.

Consideration was given to alternative methods for the two seasons (Fall and Winter) in which the number of daylight hours is considerably smaller than is the number of darkness hours (when no interviewing could be done). Since no extrinsic rules or assumptions for altering the methodology could be identified that were clearly superior to those used to establish the 24 hour ratio for the "high daylight" seasons, the same rules were applied in all seasons.

D.2.d. Flow Adjustment Weight

Using the weighting plan discussed above, the sample of parks entrants interviewed was projected to the total population of entrants based on the traffic counts taken at a sample of stints. However, for some road exit points, actual traffic counts from mechanical counters were available for the entire period (times when stints were conducted and times when they were not). In order to take advantage of these more complete counts[1], an adjustment was made to the data to bring it in line with the mechanical counts. This could not be done at all road exit points because mechanical counts (at varying levels of reliability) were only available at the following locations:

- Banff East Gate,
- Highway 11,
- Jasper East Gate,
- Yoho, and
- Kootenay.

---

[1] When counter data were unavailable for portions of a season due to malfunction, Ruston/Tomany extrapolated vehicle counts for the flow adjustment from Alberta Transportation estimates and ratios developed for adjacent time periods.

[redacted]

SUMMER

Total (24 hour) Metered Traffic Count

$$\left[\frac{\text{All possible pre 1400 day stints}}{\text{Completed pre 1400 day stints}} * \text{Vehicle counts pre 1400}\right] + \left[\text{Same for post 1400 stints}\right] + \left[\frac{\text{All possible night stints}}{\text{Completed night stints}} * \text{\# of night vehicles observed}\right]$$

WINTER

Total (24 hour) Metered Traffic Count

$$\left[\frac{\text{All possible daytime stints}}{\text{Completed daytime stints}} * \text{\# day-time vehicles observed}\right] + \left[\frac{\text{All possible dusk stints}}{\text{Completed dusk stints}} * \text{\# dusk vehicles observed}\right] + \left[\frac{\text{All possible night stints}}{\text{Completed night stints}} * \text{\# night vehicles observed}\right]$$

It should be noted that on a stint by stint basis, the interviewer counts and mechanical counts were almost identical.

$$\text{Flow Wt} = \frac{\text{Metered 24 hour traffic}}{\text{R/T projected 24 hour counts}^{1}}$$

The Flow Weight adjustment was calculated and applied on a stratum basis by exit and within weekend/weekday[2].

D.2.e. Special Road Weight For Pooling Banff East Gate Traffic

When fieldwork on the National Parks Utilization Study -- Stage I began, the Banff East Gate (eastbound traffic on Highway 1) was not approved as a site for traffic diversion. This approval was withheld by the authorities because of initial concerns about interviewer and traveller safety, and potential traffic congestion. Permission to divert traffic for interviewing at this site was provided only once safety and traffic congestion concerns were addressed to the satisfaction of these authorities.

Consequently, the initial month of fieldwork at the Banff East Gate was completed by dividing this single exit point into three "feeder" exits. The weighting plan had to agglomerate these three feeder locations into a single "Banff East"

---

[1] Ruston/Tomany projected 24 hour counts include private vehicle, bus and transport truck counts in order to be consistent with the metered counts.

[2] The formulae on the facing page detail the calculations used to generate the flow weight adjustment factor for Summer and Winter.

exit. This adjustment is referred to as the "Special Road Weight" and is applied only for the initial month of fieldwork (prior to approval to interview at the Banff East Gate).

The "feeder exits" were comprised of three roadside locations within the Banff National Park boundaries:

Lake Minnewanka Road at Cascade Pond,
Banff Avenue at Tunnel Mountain Road, and
Highway 1 eastbound at the Buffalo Paddock.

These exits feed into Highway 1 Eastbound as it approaches the gate. By screening out those respondents who were not exiting the park, it was possible to interview parks entrants who intended to exit the parks system via the Banff East Gate. Because these roads are commonly used for travel within the parks, a large proportion of diverted traffic did not qualify for the interview because it was not exiting the parks system.

The volume of traffic at each of the three secondary roads differed. Consequently, each road was sampled at a rate that reflected its volume relative to the total of the three roads combined. The probabilities assigned to the three exits or channels were as follows for weekdays and weekends:

Feeder Road	Sampling Rate	
	Week Day	Week End
Highway 1 at the Buffalo Paddock (a)	1/2	5/11
Lake Minnewanka Road at Cascade Pond (b)	1/4	2/11
Banff Avenue at Tunnel Mountain Road (c)	1/4	4/11

The reciprocals of these sampling weights constitute the adjustment weights calculated and applied:

Feeder Road	Adjustment Weight	
	Week Day	Week End
Highway 1 at the Buffalo Paddock (a)	2.0	2.20
Lake Minnewanka Road at Cascade Pond (b)	4.0	5.50
Banff Avenue at Tunnel Mountain Road (c)	4.0	2.75

D.2.f. Winter Dusk Period And Olympics Adjustments

As noted in the description of the study sample, a separate stratum was created for the Olympic time period within the Winter season. This stratum is treated in the same manner as any other stratum for weighting and projection purposes, and is covered in the adjustments that apply to all other Winter strata. It should be noted that the Olympic stratum was not created to measure the impact of the Olympics on volume within the four Rocky Mountain National Parks. In fact, it has been clearly documented and accepted by the client that a systematic method for measuring the impact of the Calgary Winter Olympics exceeded the objectives of the National Parks Utilization Study -- Stage I.

Separate strata were developed to address the problem of capturing the exiting skier population from the parks during the winter season. These strata were defined to include traffic exiting the parks system via the Banff East and Jasper East Gates, on weekends and weekdays during "dusk hours". The exact definition of dusk altered throughout the season because of the change in sunset times. The essential theory of the design is as follows:

- Interviews with vehicle parties leaving the parks from ski hill parking lots at the end of the skiing day and that meet certain conditions can act as surrogates for skier vehicle parties exiting the parks after dark[1].

- The specific conditions that permit a vehicle party to act as a surrogate are:

    - intention to leave the parks for the last time on the "entire trip"; and

    - intention to leave the parks via a specified gate within a specified time period from the time of exit from the ski hill parking lot[2].

Completed interviews with "surrogate exiters" were complemented by traffic counts at the respective gate during the period of time the surrogate would be exiting.

The weighting and projection mechanism had to take into account two further factors:

- Not all vehicles exiting the parks during the "dusk" observation stints at specific gates would be "skiers" whereas all "surrogate exiters" from whom information was collected are defined to be skiers; and

---

[1] Non-skier vehicle parties exiting the parks after dark are estimated from the standard daylight traffic counts via the application of the 24 hour adjustment, as per other seasons.

[2] These periods of time differed according to the distance between the ski resort and the specified gate. See footnote, page 32, for an explanation of the need for specific times and gates.

- "Skier vehicles" exiting the parks during the "dusk" observation stints could include "pass-through skiers", travelling through the parks. Pass-through skier traffic was taken into account only for the Banff East Gate because of the considerably larger potential for pass-through skier traffic flow at the southern end of the parks system than at the northern end.

In order to incorporate the dusk strata into the data field, this strata was removed from the winter universe for weighting and projection. The remainder of the winter strata are treated in the same manner as any other season.

The weighting tasks must adjust the total dusk observation counts to establish the proportion of traffic at a specific exit that can be defined as:

- visitor skier vehicles
- pass-through skier vehicles (Banff East Gate only)
- visitor and pass-through non-skier vehicles.

The following sequential process was applied to the Banff East Gate and Jasper East Gate dusk stints (separately):

1. **Establish Total Vehicle Estimate**

$$\frac{\text{Total Possible Stints}}{\text{\# of Stints Conducted}} * \text{Vehicle count}$$

2. **Establish Total Skier Vehicle Estimate**

$$\frac{\text{Total Possible Stints}}{\text{\# of Stints Conducted}} * \text{\# of Counted Vehicles With Visible Skis} * \text{Not Visible/Visible Ski Ratio}^{1}$$

3. **Establish Total Pass-Through Skier Vehicle Estimate (Banff East Gate Only)**

This procedure is identical to Step 2, but utilizes the information collected on incoming traffic with Alberta licence plates at Yoho and Kootenay entrances to the Parks for the vehicle counts.

$$\frac{\text{Total Possible Entry Stints}}{\text{\# of Entry Stints Conducted}} * \text{\# of Counted Vehicles With Visible Skis And Alberta Licence Plates} * \text{Not Visible/Visible Ski Ratio}^{1}$$

4. **Visitor Skier Vehicle Estimate**

$$\text{Skier Vehicle Estimate (From Step 2)} - \text{Pass-through Skier Vehicle Estimate (From Step 3) (Alberta Licence Plates)} * \text{Flow Adjustment}^{2}$$

---

[1] Calculated from observation of exiting vehicles at ski hill parking lots.

[2] $$\frac{\text{Metered Count (Dusk Period)}}{\text{Total Vehicle Estimate (Step 1)}}$$

5. **Non-Skier Qualifying Vehicle Estimate**

Vehicle Estimate (From Step 1) - Skier Vehicle Estimate (From Step 2) * Ratio of Qualifying/Non-Qualifying Vehicles From Day-time Stints (Weekend/Weekday) * Flow Adjustment

6. **Final Pass-Through Skier Vehicle Estimate (Banff East Only).**

Pass-Through Skier Vehicle Estimate (From Step 3) * Flow Adjustment

7. **Total Non-Skier + Pass-Through Skier Estimate For Adjusting Roadside Daytime**

Total Qualifying Vehicle Estimate (From Step 5) + Final Pass-Through Skier Vehicle Estimate (From Step 6)

The actual interviews completed with skiers at the ski hill parking lots were projected to the total visitor skier vehicle estimate (Step 4) for Banff East Gate and Jasper East Gate dusk strata. The final pass-through skier vehicle estimate (Step 6), other pass-through vehicle and non-skier visitor vehicle estimates were used in the final calculation of the dusk adjustment factor. This factor was applied to daytime roadside interviewing stints for Banff East and Jasper East Gates (weekday/weekend):

$$\text{Dusk Adjustment Factor} = \frac{\text{R/T Weighted Daytime Vehicle Estimates} + \text{Total Non-skier and Pass-Through Skier Vehicle Estimate (From Step 7)}}{\text{R/T Weighted Daytime Vehicle Estimate}}$$

This step assumes that "normal" dusk traffic includes no skiers since the dusk skier traffic is covered by the special dusk strata.

D.3. Scheduled Buses And Train Weighting And Adjustments

The same general weighting steps were applied to scheduled bus and train strata as were applied to roadside strata.

- The Stint Weight

  The stint weight for these modes was calculated in the same manner as the roadside stint weight, and was applied by stratum.

  $$WS = \frac{\text{Total possible stints}}{\text{Stints Sampled}}$$

- The Party Weight

  Party weights replaced vehicle weights for bus and train interviews.

  Interviews were conducted with a random selection of persons who were boarding a bus or train. The size of the party in which the selected respondent was travelling was provided by the respondent in the questionnaire and constitutes the basis for deriving the Party Weight.

  Before the Party Weight could be calculated, an estimate of total parties had to be derived from the average party size (provided in the respondent's questionnaire) by mode as a proportion of the total passenger counts:

$$\text{Total Parties} = \frac{\text{Total Passengers}}{\text{Average Party Size}}$$

The Party Weight, calculated and applied on a stint by stint basis, is as follows:

$$\frac{\text{Total parties}}{\text{Sampled Parties} - \text{Initial Refusals} - \text{Non-Qualifying Parties}} * \frac{\text{Qualified parties[1]}}{\text{Interviewed parties}}$$

- The 24 Hour Adjustment

Scheduled bus and train carriers supplied information on the number of day and night departures made from the depots and stations within the Parks. This information was combined with stint weights for each mode to obtain the 24 hour adjustment weight:

24 Hour Adjustment Weight =

$$\frac{(\text{day departures} * \text{stint weight}) + (\text{night departures} * \text{stint weight})}{\text{day departures} * \text{stint weight}}$$

D.4. Overnight Charter Weighting And Adjustments

Motorcoach volume estimates and the weighting procedure used differ somewhat from other modes.

---

[1] Qualified = completions and refusals among qualified parties.

- Establishment of Universe Size

In order to establish the size of the charter motorcoach universe, all establishments that host overnight charters were contacted at the end of each season and asked to provide a count of the total number of overnight charter motorcoaches they had hosted for the season. Those that were unable to provide these counts were assigned motorcoach volume based on the average of reporting establishments in the same size category (small, medium and large[1]).

Since each establishment was reporting charter motorcoaches it served, coaches that stopped at more that one accommodation property within the parks would be included in the counts at each accommodation property. To compensate for this potential over-estimation, total estimated charter volume was reduced by the average number of overnight stops in the parks reported by charter visitors for each motorcoach sampled. Thus, to arrive at an "unduplicated" count of overnight charter motorcoaches for each season, the following adjustment was made:

$$\text{Unduplicated Overnight Charters} = \frac{\text{Total estimated overnight charters (from hosts)}}{\text{Average \# of overnight stops by charter visitors}^{2}}$$

A stint weight was developed for each season, as follows:

$$\text{Stint Weight} = \frac{\text{Unduplicated overnight charters}}{\text{Number of charters sampled}^{3}}$$

---

[1] Based on the past year data on motorcoach volume handled by the establishment.

[2] At different hotels.

[3] This number includes only charter motorcoaches from which passenger counts could be obtained at the host establishment, and that were leaving parks system on the day of the interview.

The stint weight was combined with the estimate of total parties to arrive at the final volume estimate per season:

$$\text{Total Parties} = \frac{\text{Total Passengers}}{\text{Average Party Size}}$$

$$\text{Total Charter Parties In Parks} = \text{Total Parties} * \text{Stint Weight}$$

The volume estimate for charters in each season includes all parties interviewed during the course of the fieldwork. To compensate for this, the final charter weight is calculated as follows:

$$\text{Final Charter Weight} = \frac{\text{Total Charter Parties In Parks}}{\text{Total Charter Passenger Completions}}$$

D.5. Adjustments Made To Seasonal Data Files

Once all the weighting and adjustment factors were taken into account, preliminary estimates of total parks visitation and party nights were generated for the four parks system and for each individual park. These estimates were reviewed to ascertain the extent to which anomalous behaviour on the part of an individual respondent or party could affect the total estimates. In only very extreme cases, were outliers (individuals accounting for considerably more volume than was deemed reasonable by the Technical Committee) eliminated from the data file.

Of the 3551 completions obtained in the study, the ten respondents described on the following page were deemed to be "outliers" and were excluded from the final data file.

SUMMER

Respondent 1133. This Ontario party of two spent five nights camping in Kootenay. Because of the stint weight applied, this camping trip represented 12% of all party nights in Kootenay in summer.

Respondent 1374. The two nights spent camping in Yoho National Park by this party of four adults represented more than 9% of all nights spent in this park in the summer season.

Respondent 1379. The two nights spent camping in Yoho National Park by this party of two adults and three children represented more than 9% of all nights spent in this park in the summer season.

Respondent 3494. Because of the stint weight and the fact that the party spent ten nights camping in Jasper National Park, this respondent accounted for almost 4% of all summer Jasper party nights.

Respondent 3498. While on a fifteen month trip away from his home in France, this respondent spent 21 nights camping in the back country of Banff, Yoho, and Jasper National Parks. As such, his visit to the parks accounted for more than 2% of all party nights in Banff and Jasper, and 16% of all Yoho party nights for the summer.

FALL

Respondent 4534 accounts for 6.1% of total Fall parks party nights and 67% of Yoho party nights. This party of two (from Australia) spent 60 (sixty) nights camping in the parks. As a result, they have a phenomenal impact on the estimates of camp nights in all four parks for Fall.

Respondent 4439 accounts for 2.5% of total Fall parks party nights and 36% of Kootenay party nights. This party of two (from British Columbia) spent 5 nights at a commercial cottage/cabin in Kootenay Park. Their behaviour is not exceptional, however, their behaviour and stint weight results in a projection of 9,700 commercial cottage party nights in Kootenay in Fall. Total available roofed accommodation in Yoho and Kootenay combined for this season is estimated to be approximately 15,000 nights.

WINTER

Respondent 2013 accounts for 7% of total Winter parks party nights and 9% of Banff party nights. This party of 2 spent eleven nights in a camping trailer in Banff. As such, they constitute more than 58,000 "camping nights" for this park. This constitutes 84% of all possible camping spaces within this park during the Winter season and would suggest that camping facilities within Banff were operating at almost full capacity over the Winter.

SPRING

Respondent 4467/8467 (replicated stint) accounts for more than 28,000 party nights of roofed accommodation in Kootenay Park in Spring. The available roofed accommodation in this park in the Spring is estimated to be approximately 7,500.

Respondent 4480. This couple from Calgary spent three nights camping in Kootenay. While this is a reasonable activity, the three camping nights project to more than 28,000 camping nights in Kootenay. Estimates suggest that there are only about 11,000 available camping spaces in the Spring season.

Because an analysis of outliers was performed for party nights, it was also necessary to assess the impact of "expenditure outliers" -- that is, individuals deemed to contribute an unreasonable volume of travel dollars to the four parks in total. This analysis resulted in the identification of no expenditure outliers.

D.6. Response Rates And Examination Of Mailback Responses

There are two types of self-completion questionnaires in the study:

- Attitudinal Self-Completion Questionnaire distributed to each visitor; and

	Total Visitors (2783) %	Attitudinal... Responders (1503) %	Non-Responders (1280) %
Place Of Residence			
Alberta	46	39	53
B.C.	14	12	16
Other Canada	10	11	10
U.S.A.	19	25	12
Other Country	11	13	9
Length Of Park Visit			
Same-Day	36	27	48
1-3 Nights	41	52	26
4-6 Nights	13	17	8
7 Nights Or More	3	4	3
Party Characteristics			
Average Party Size (Any Age)	2.5	2.4	2.5
Average Number Of Adults (16+) In Party	2.0	2.0	2.0
Average Number Of Teens/ Children (Under 16) In Party	0.5	0.4	0.5

- Behavioural Self-Completion Questionnaire distributed to winter visitors.

The response rates for each type of questionnaire are shown below:

Attitudinal Self-Completion	
Total Distributed	2783
Total Usable Returns[1]	1503
Response Rate	54%

Behavioural Self-Completion (Winter Only)	
Total Distributed	822
Total Usable Returns[1]	390
Response Rate	47%

The responses of each type of self-completion questionnaire in each season were weighted to reflect the total visitor volume for the respective season. This procedure was deemed more satisfactory to Travel Alberta than the provision of separate tabulations of information from these questionnaires on an unweighted/unprojected base. Prior to the final projection to the seasonal total, mailback responders were compared to non-responders on key attributes to ensure that the two groups resembled one another. The results of this comparison are shown on the facing table.

---

[1] Questionnaires deemed unusable were those that were returned with no or very few responses to questions.

- Adjustments For Self-Completion Questionnaires

Approximately one-half of the visitors (in summer and shoulder seasons) given the self-completion questionnaire returned a usable completed questionnaire. The purpose of this stage of the weighting is to expand the projected volume estimates for the data collected on the self-completion questionnaire to match corresponding volume estimates from the administered questionnaire.

The object of these expansions is to create a uniform set of key bases (including person visitors and person nights in total and by season) on which to produce responses from the self-completion questionnaires. The size and complexion of various sub-groups will not be uniform between:

a) tabulations based on data within the administered questionnaire (which all persons answered); and

b) tabulations based on data derived from the self-administered questionnaire (which approximately one-half of all visitors provided).

To reduce confusion for the data user, two separate sets of tabulations have been provided:

- Volume I: Administered Data

  This volume contains banners, bases and response categories that derive solely from the administered portion of the visitor questionnaire (in summer, fall, and spring; and the adjusted winter behavioural self-completion questionnaire -- see "Specific Rules for the Winter Season").

- Volume II: Self-Completion Attitudinal Data

  In this volume, banners from both the administered and self-completion questionnaires are utilized, but all response categories and bases derive from the attitudinal self-completion questionnaires (expanded to total estimates generated by the administered questionnaires).

Because the winter season presented unique data collection issues, an additional adjustment was required to yield viable tabulations of key behavioural data[1] (see "Specific Rules for the Winter Season") for this season.

The attitudinal self-completion questionnaire was utilized in all four seasons, and constitutes the subject of the following adjustments to arrive at appropriate bases for four key volume estimates:

- Party Visits
- Person Visitors
- Party Nights
- Person Nights

The procedure for calculating each of these adjustments is shown below. The adjustments apply only to data presented in Detailed Tabulations, Volume II.

Step 1

Self-completion questionnaires were weighted to match administered questionnaires on a stint by stint basis within each season.

---

[1] Items included in the administered questionnaire used in summer, fall and spring.

Step 2

Party Visits

To arrive at the party visits base, returned self-completion questionnaires were weighted to match administered questionnaires for same-day and for overnight visitors. This adjustment was conducted on a seasonal basis, and is used whenever a question from the self-completion portion of the questionnaire is tabulated by party visits.

Step 3

Person Visitors

Total person visitors from the self-completion questionnaires are weighted to match the total person visitors from the administered questionnaire. The adjustments made in Step 2 are retained on the file for this adjustment to ensure that the same-day/overnight adjustment is retained in the data. Separate calculations were performed for each season. The person visitor base derived from this calculation is used whenever questions from the self-completion questionnaire are tabulated by person visitors.

Step 4

Party Nights

Total party nights from the administered questionnaire are used to weight the party nights base for the self-completion questionnaires. The adjustments made in Step 2 are retained as the basis for the calculation of party nights. Separate calculations were performed for each season. This party night base is used whenever information from the self-completion portion of the questionnaire is tabulated by party nights.

Step 5

Person Nights
Once the total number of person nights is calculated for all administered questionnaires in a season, the total number of person nights for people returning the self-completion portion of the questionnaire (based on the adjusted party visit figures from Step 2) is weighted to match the figure, on a season by season basis. This person nights base is utilized whenever information from the self-completion portion of the questionnaire is tabulated by person nights.

- **Specific Rules For The Winter Season**

In the winter, there were effectively two separate self-completion questionnaires for the roadside and ski hill strata:

- The Behavioural Mailback
- The Attitudinal Mailback.

Consequently, the steps for adjustment of the administered/self-completion returns described above were conducted separately for two winter self-completion questionnaires. Each was, in effect, weighted to match the key bases on the basis of the administered screening questionnaires obtained during the winter season. The adjusted behavioural self-completion questionnaires constitute the sole source of winter information for the "administered questionnaire" tabulations (Volume I) because key behavioural data, including expenditures and type of accommodation used were included only in the behavioural self-completion instrument for the winter season. Thus, tabulations that derive from the "administered" questionnaire in all other seasons (because all key behavioural data were collected in an administered format in these seasons) are derived from the behavioural mailback completers in the winter season. The administered screening questionnaire in this season is used for adjustment purposes only.

E. ALLOCATION AND ASCRIPTION OF EXPENDITURE

E.1. Introduction

Rocky Mountain National Parks visitors were asked to detail their prepaid and direct expenditures for items or services used/ purchased within the parks system. Expenditure information was collected for:

- the entire travel party rather than for the individual respondent; and
- for the "parks" as a unit. Rules were developed to allocate expenditures to individual parks.

The general principles for expenditure calculations are:

- use of respondent information where possible;
- ascription[1] of dollars to travellers who did not provide expenditure information based on direct expenditures of other "similar"[2] travellers;
- apportionment of "total" dollars for travellers who did not provide a detailed breakdown of expenditures on the basis of other "similar" travellers;

---

[1] Allocation = movement of expenditures to appropriate sub-groups, e.g., to a park or to an expenditure category.

Ascription = assignment of expenditures to a respondent who did not provide information, or who provided it in a manner inconsistent with survey rules.

[2] See discussion of "hot deck technique", page 67.

- when other "similar" travellers were not available in the data base, no ascription was permitted;

- expenditure ascriptions/allocations were performed on independent weighted, projected data bases for:

  Summer Season
  Shoulder Seasons (Fall/Spring Combined[1])
  Winter Season;

- all foreign currencies were converted to Canadian dollars based on exchange rates at the time of the interview.

The study was designed to provide expenditure for the parks system, in total and by expense category. It was also designed to permit assignment of expenditure to Banff and Jasper National Parks separately, based on the individual's trip characteristics.

Prepaid and direct expenditures were treated separately for ascriptions and allocations to specific categories. Small sample sizes and/or the fact that dollars provided for prepaid packages which included transportation[2] from a location outside the parks could not be used in the calculations required that ratios and averages from direct expenditure be used for prepaid records.

Final expenditure estimates are provided for the four parks, Banff and Jasper National Parks separately and for the two British

---

[1] Sample sizes for individual shoulder seasons were too small to permit separate ascription/allocation for Fall/Spring.

[2] Expenditure data in this study includes only items that accrue to the four Rocky Mountain National Parks. Thus, all transportation costs and car rental costs for cars picked up outside the parks' boundaries are excluded.

Columbia Parks (Yoho and Kootenay combined) on an annual and seasonal basis.

The rules developed to calculate these estimates were prepared by Ruston/Tomany & Associates Ltd. in conjunction with the study's Technical Committee.

In the following pages, the procedures used to arrive at the final expenditure estimates are described in detail.

E.2. Procedures For Prepaid Expenditures

Individuals were asked to indicate whether any expenses "for this trip to the parks" were paid for before they entered the national parks. If so, they were to indicate the items prepaid as part of a package (two or more of accommodation, food/beverage, auto rental picked up within or outside the parks and transportation) or separately.

If a prepaid package was used, the total amount paid for the package, the number of accommodation nights in total and within the parks covered by the package and the number of party members covered by the amount paid were obtained. If individual items were prepaid, the amount prepaid and details of the number of nights (total/within parks) covered by prepaid accommodation were collected.

Because of the difficulty a traveller might have in isolating the cost per expenditure item included in his/her prepaid package, rules were developed to apportion total prepaid dollars (as provided by the traveller) to expenditure categories. If transportation to the parks system was covered by the "package", the traveller's estimate of the package cost was ignored and a

CHART A

BASIC ASSIGNMENT RULES FOR PREPAID EXPENSES

Prepaid Packages

1) "Total" from questionnaire used if no "transportation" included in package.

2) Total is assigned if: a) transportation is included in package.

   b) any expenses are prepaid and no dollar amount is provided by the respondent.

3) Assigned Prepaid Total is based on average per person expenses from direct expenditure.

Prepaid For Individual Items (Not In Package)

4) Taken from questionnaire if provided. If not provided, average from direct is applied.

All Prepaid

5) Assigned by per person per night[1] averages/ratios from direct, based on:

Same Day Trip			Roofed Night			Camper Night		
Origin			Origin			Origin		
Canada	U.S.A.	Other	Canada	U.S.A.	Other	Canada	U.S.A.	Other

---

[1] If nights covered by package unknown, "per night" calculation is based on total number of nights spent in Parks. If number of people in party covered by prepaid not know, calculation of "per person" is based on total number in party.

figure based on corresponding direct costs was calculated and applied. This procedure was undertaken for two reasons:

1) Transportation costs to the parks system do not accrue to the parks and, therefore, were excluded; and

2) The absence of reliable data on which to base a formula for extracting prepaid transportation (from many different origins) from the total prepaid package cost.

Chart A on the facing page details the basic assignment rules for prepaid expenses. Chart B (following page) provides a schematic representation of the steps involved in arriving at expenditure allocations for prepaid. Chart C is comprised of If/Then statements that describe the disposition of various types of responses that occur in the data file.

CHART B

STEPS IN ESTABLISHING AMOUNTS FOR PREPAID ASSIGNMENT

	Same Day Trip			Roofed Night			Camper Night		
	Canada	U.S.A.	Other	Canada	U.S.A.	Other	Canada	U.S.A.	Other
A) Average Direct Cost									
a) Accommodation	0	0	0	$	$	$	$	$	$
b) Entertainment	$	$	$	$	$	$	$	$	$
c) Food/Beverage (Restaurant)	$	$	$	$	$	$	$	$	$
d) Car Rental In Parks	$	$	$	$	$	$	$	$	$
Total Average Per Person (a+b+c+d)	$	$	$	$	$	$	$	$	$
B) Ratios For Package Components									
Proportion Of Total Expenses (Step A) Represented By:									
a) Accommodation	0	0	0	%	%	%	%	%	%
b) Entertainment	%	%	%	%	%	%	%	%	%
c) Food/Beverage (Rest.)	%	%	%	%	%	%	%	%	%
d) Car Rental In Parks	%	%	%	%	%	%	%	%	%
	100%	100%	100%	100%	100%	100%	100%	100%	100%

C) Application Of Ratios To Items Included In Package (If Known) If Total Provided

- If Respondent Identifies Items In Package, Total Included Items = 100%.
- Ratios Of Utilized Items From Step B Are Made To Equal 100% Of Prepaid Total.
- Utilized Ratios Are Established On A Respondent By Respondent Basis, And Totals Are Allocated Based On These.

CHART C

DISPOSITION OF VARIOUS TYPES OF PREPAID SCENARIOS

ASSIGNMENT
TO PREPAID PACKAGE[1]

IF	1) No details on type of prepaid provided, assume "prepaid" is package and follow package rules.	OR	2) Known to be package, but no identification of package components and no "total".	THEN	Assign All values on per person per night basis for appropriate origin from A (a, b, c, d)[2]. These will automatically be in their correct %'s of total.
IF	3) Breakdown provided but no total package amount.	OR	4) Breakdown provided and includes "transportation" to Parks.	THEN	Assign $ to items from Step A as identified in questionnaire. These will automatically be in their correct %'s of the total for utilized items.
IF	5) Total provided, but no breakdown.			THEN	Distribute $'s on per person/per night by origin basis based on ratios for all items in Step B.
IF	6) Total and breakdown provided in questionnaire.			THEN	Distribute $'s on basis of utilized item ratios (Step C).

ASSIGNMENT TO
"OTHER PREPAID"[3]

IF	Amounts for individual items provided.	THEN	Use amount provided by respondent.
IF	No amount provided but items indicated by respondent.	THEN	Assign values for each indicated item as per direct (Step A).
IF	No information provided (no amount/no items) but "yes" to "other prepaid expenses".	THEN	No dollars are assigned.

---

[1] These rules apply to everyone who says "yes" to any expenses prepaid and do not say "no" to any 2 items included.

[2] Exception: Charter will have no expenditure assigned for car rental in Parks.

[3] These rules apply to people who say "yes" to "other prepaid expense items".

CHART D

TO APPORTION DIRECT "TOTAL" EXPENDITURE

	SAME DAY TRIP			PER PERSON PER NIGHT RATIOS					
				ROOFED NIGHT			CAMPER NIGHT		
	ORIGIN			ORIGIN			ORIGIN		
	CANADA	U.S.A.	OTHER	CANADA	U.S.A.	OTHER	CANADA	U.S.A.	OTHER
Ratio Of Expenditure									
Lodging	0	0	0	___%	___%	___%	0	0	0
Camping fees	0	0	0	0	0	0	___%	___%	___%
Restaurant Food/ Beverages	___%	___%	___%	___%	___%	___%	0	0	0
Groceries	___%	___%	___%	0	0	0	___%	___%	___%
Vehicle Gas And Oil	___%	___%	___%	___%	___%	___%	___%	___%	___%
Transportation Within Parks	___%	___%	___%	___%	___%	___%	___%	___%	___%
Auto Rental Within Parks	___%	___%	___%	___%	___%	___%	___%	___%	___%
Recreation And Entertainment	___%	___%	___%	___%	___%	___%	___%	___%	___%
Conference/ Convention Fees	___%	___%	___%	___%	___%	___%	___%	___%	___%
Park Entrance Fees	___%	___%	___%	___%	___%	___%	___%	___%	___%
Retail	___%	___%	___%	___%	___%	___%	___%	___%	___%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

E.3. Direct Expenditures

Direct expenditures for each expense category were taken directly from the respondent's estimates on the questionnaire. If a traveller provided only "total direct expenditures", these dollars were allocated to individual expenditure categories on the basis of other "similar" travellers' ratios of direct costs (see Chart D, opposite, showing format for calculation of ratios).

If no direct costs were provided by the respondent, a computer matching technique, known as "Hot Decking" was utilized to generate direct expenditures for a "similar" trip. If a "match" met the prescribed mandatory criteria, the direct dollars, by category, were assigned to the questionnaire with no direct expenditure information.

The following paragraphs describe the hot deck procedures and the specific rules applied:

- A computer program matches "recipient" respondents with potential "donor" respondents on the basis of seven criteria specified by Travel Alberta (see page 68). This "matching" takes account of priorities established by Travel Alberta.

- When a questionnaire matches the "recipient" questionnaire on all seven criteria it is assigned as the donor questionnaire. If more than one questionnaire matches the recipient, the matching questionnaire with the interview number closest to the recipient questionnaire is assigned as the donor questionnaire.

- If no "perfect match" (on all 7 criteria) can be found for a recipient, then a "closest match" donor can be assigned, but the donor MUST match on the following criteria:
  - Number of nights spent in the park;
  - Whether any pre-paid expenses were incurred;
  - Type of accommodation used (roofed, camping or VFR); and
  - Mode of travel (road, bus/train[1] or charter).

- Certain other conditions must apply before a donor questionnaire can be assigned to a recipient questionnaire:
  - The number of people in the party must not differ by more than one. If two potential donor questionnaires match on all other criteria, but have different party sizes than the recipient questionnaire, then the donor questionnaire with the smaller party size is chosen.
  - A questionnaire with a Canadian origin cannot be matched with a questionnaire with an "Other Country" origin.
  - Income levels are not "necessary" matching conditions. When possible, however, these should be matched as closely as possible.

---

[1] Bus and train are considered interchangeable for this purpose.

CHART E

ASSIGNMENT TO BANFF/JASPER NATIONAL PARKS

A. SAME DAY

i) Calculate total overnight expenditure to be assigned to Banff and/or Jasper (based on person nights spent in these 2 Parks) for all direct expenditures excluding accommodation.

ii) Establish proportion(s) of total from Step i that should accrue to each Park (Banff/Jasper).

iii) Create Grid by Origin.

	Total (Step i)	ORIGIN		
		Canada	U.S.A.	Other
	($)	($)	($)	($)
Jasper	%	%	%	%
Banff	%	%	%	%
	100%	100%	100%	100%

iv) ASSIGNMENT RULES[1]

IF ONLY BANFF VISITED (not "pass through")	THEN	ASSIGN ALL SAME DAY $'s TO BANFF
IF ONLY JASPER VISITED (not "pass through")	THEN	ASSIGN ALL SAME DAY $'s TO JASPER
IF BOTH VISITED	THEN	ASSIGN ALL SAME DAY $'s ACCORDING TO APPROPRIATE RATIOS FROM STEP iii.

B. OVERNIGHT (BANFF/JASPER ONLY)[2]

Assign $'s in each category to Banff/Jasper on a person night basis to these two Parks[3].

The total Banff overnight expenditures and Jasper overnight expenditures will be < Total Parks Expenditure.

C. TOTAL BANFF/JASPER EXPENDITURES

Combine same day (A)+ overnight expenditures (B) on a category basis.

---

[1] If only B.C. Parks visited, same day $'s accrue only to Total Parks and Total B.C. Parks. If a B.C. Park(s) and Banff or Jasper visited, all same day $'s accrue to Banff/Jasper.

[2] No overnight expenditures to accrue to Yoho/Kootenay separately. These expenses are included in Total Parks and in Total B.C. Parks expenditures only.

[3] If any nights spent in one Alberta Park and same day visit made to other Alberta Park, all expenditures accrue to overnight park only. If number of nights in specific park(s) not known, dollars divided evenly between parks in which accommodation is specified. If location of accommodation not known, all dollars accrue to "Total Parks" only.

- If a "donor" match cannot be found for a recipient questionnaire (based on the above conditions) then no expenditure is assigned to the recipient (i.e., direct expenditure = 0).

- If a donor match is found for a recipient, then the direct expenditures of the donor are assigned to the recipient.

Over the four seasons, a total of 160 records were subjected to the hot deck technique and 117 were assigned direct expenditures on the basis of a "donor" questionnaire that met the conditions described above. The remaining 43 questionnaires were assigned no direct expenditure dollars.

E.4 Edit For Accommodation Costs -- Prepaid/Direct

To ensure that accommodation was not inadvertently assigned or allocated to both prepaid and direct expenditures, an edit was performed on records to eliminate "double-counted" accommodation costs that were assigned as a result of expenditure allocation/ascription rules.

E.5 Allocation Of Expenditures To Parks

As stated previously, costs for transportation to/from the parks system or car rentals picked up outside the parks system boundaries do not accrue to the Rocky Mountain National Parks system.

Once all prepaid and direct costs have been established, they are allocated to the parks system in total. To allocate expenditures to Banff and Jasper National Parks separately, the rules on Chart E (opposite) were applied to same-day and overnight expenditures.

F. CALCULATION OF VARIANCE FOR INDIVIDUAL STATISTICS

To estimate the sampling error for the Visitor Use and Profile Survey, a formula has been used which is based on the examination of replicates[1] assigned, post facto, to the completions obtained in the study. Four separate replicates were randomly assigned, as follows:

F.1 Assignment Of Stints To Replicates

All completions in a particular stint were assigned to Replicate 1 or Replicate 2, according to a stratification of the data file. Within each of the following strata (in the order listed), stints were assigned either to Replicate 1 or Replicate 2, in an alternating pattern beginning with Replicate 1.

Weekend Stratum	Weekday Stratum
Highway Exit 1	Highway Exit 1
Highway Exit 2	Highway Exit 2
Highway Exit 3	Highway Exit 3
Highway Exit 4	Highway Exit 4
Highway Exit 5	Highway Exit 5
Highway Exit 6	Highway Exit 6
Train Location 1	Train Location 1
Train Location 2	Train Location 2
Train Location 3	Train Location 3
Bus Location 1	Bus Location 1
Bus Location 2	Bus Location 2
Bus Location 3	Bus Location 3
Charters	Charters

Once each stint was assigned to a replicate, each completion within the stint was assigned to a second "layer" of replicates, alternating 1, 2, 1, 2, etc. This two-staged procedure ensures that the replicates are randomized on an inter-stint as well as an intra-stint level. The four replicates created by this procedure are defined as follows:

---

[1] Replicates are independent, random sub-samples of the total sample. In effect, each replicate constitutes a separate "sample".

	Replicates			
	I	II	III	IV
Stint Replicate	1	1	2	2
Completed Interview Replicate	1	2	1	2

In generating replicates for the calculation of the Coefficient of Variation and to establish the tolerance on any particular statistic, the following pairs of replicates are summed:

Replicate I + Replicate III
Replicate II + Replicate IV

F.2 Calculation of Coefficient of Variation and Tolerance on Individual Statistics

Because the sample for this study is stratified, the calculation of the coefficient of variation and of tolerances on individual statistics must take into account variability that derives from two sources:

- Simple Random Sampling Error
- The Impact of Stratification.

- **Simple Random Sampling Error**

The replicates (I + III and II + IV) described in the previous section are utilized to calculate the simple random sampling error for individual statistics, as follows:

$$\text{Simple Random Sampling Error} = \pm\,(\text{Maximum Replicate} - \text{Minimum Replicate}^{1})$$

---

[1] The maximum minus minimum formula is attributed to Dr. W. Edward Demming. It utilizes replicates and assumes that the maximum replicate minus the minimum replicate, divided by the total number of replicates used in the study yields the standard error of the estimate, assuming a simple random sample.

$$\text{Standard Error of Estimate} = \pm\,\frac{(\text{Maximum Replicate} - \text{Minimum Replicate})}{\text{Number of Replicates}}$$

The standard application of the "Demming Formula" is based on replicates percentaged such that each constitutes the full sample under study. In the National Parks Utilization Study, each replicate is comprised of the actual statistics that fall within it (i.e., actual values for the records in the particular replicate). Thus, the formula used in this study requires the following adjustment:

$$\text{Standard Error of Estimate} = \pm\left[\frac{\text{Maximum Replicate} - \text{Minimum Replicate}}{\text{Number of Replicates}} * \text{Number of Replicates}\right]$$

Assuming the use of two replicates, this formula would be:

$$\text{Standard Error of Estimate} = \pm\left[\frac{\text{Maximum Replicate} - \text{Minimum Replicate}}{2} * 2\right]$$

Once reduced, the Standard Error of the Estimate, assuming a simple random sample, is:

$$\text{Standard Error of Estimate (Simple Random Sampling Error)} = \pm\left[\text{Maximum Replicate} - \text{Minimum Replicate}\right]$$

These estimates show a high degree of volatility, likely related to the extreme dispersion of sampling points across the full year, four separate modes and the number of locations included in the sample.

- **Impact of Stratification (Design Factor)**

Some variability in the estimates is a result of the stratified nature of the sample. Use of a design factor in the calculation of tolerances and coefficients of variation was introduced to take this stratification into account (simple random sampling error assumes that the "laws" of simple random samples apply).

Numerous experiments were performed on the data to determine whether a design factor could be internally generated. These experiments yielded widely dispersed estimates, again suggesting a high degree of volatility within the data base. Since no internally generated design factor could be plotted on the basis of experiments with the data base, a conservative design factor of 2.5 was adopted. This factor is utilized in all calculations of the coefficient of variation and tolerances for individual statistics[1].

- **Coefficient of Variation**

The Coefficient of Variation is the estimate of the Standard Error of the Estimate divided by the estimate. As such, it takes

---

[1] Members of the study's Technical Committee were involved in discussions about the design factor, and approved the use of the 2.5 constant.

STATISTICS CANADA CLASSES OF STATISTICS[1]

Coefficient Of Variation

A	0.0 - 0.59%	
B	0.6 - 1.0%	
C	1.1 - 2.5%	
D	2.6 - 5.0%	
E	5.1 - 10.0%	
F	10.1 - 16.5%	
G	16.6 - 25.0%	Qualified Number: Use With Extreme Caution
H	25.1% - Or More	Unpublishable by Statistics Canada's Standards

---

[1] At the 95% level of confidence.

the form of a percentage. Calculation of this coefficient is performed in two stages:

1) $$\text{Standard Error of the Estimate} = \text{Simple Random Sample Error} * \text{Design Factor}$$

2) $$\text{Coefficient of Variation} = \frac{\text{Standard Error of the Estimate}}{\text{Estimate}}$$

Statistics Canada's Classes of Statistics, based on Coefficients of Variation at the 95% level of confidence, are shown on the facing page. The letters that correspond to the Class of Statistic are shown for key figures in the summary tables included in the National Parks Utilization Study final report. Since replicate designation is encoded in the weighted, projected data file, the Coefficient of Variation for any statistic in the study can be calculated, using the formulas included in this chapter.

The tolerance of a particular statistic at the 95% level of confidence is the likelihood that the statistic would fall within a specified range 19 times out of 20. The tolerance is calculated on a statistic using the replicates and the design factor, as follows:

$$\text{Tolerance At The 95\% Level of Confidence} = \text{Simple Random Sample Error}^{1} * 2.5 \text{ (Design Factor)} * 2 \ (t_{95})$$

When the tolerance for a statistic is shown as a percentage, it has been divided by the estimate.

---

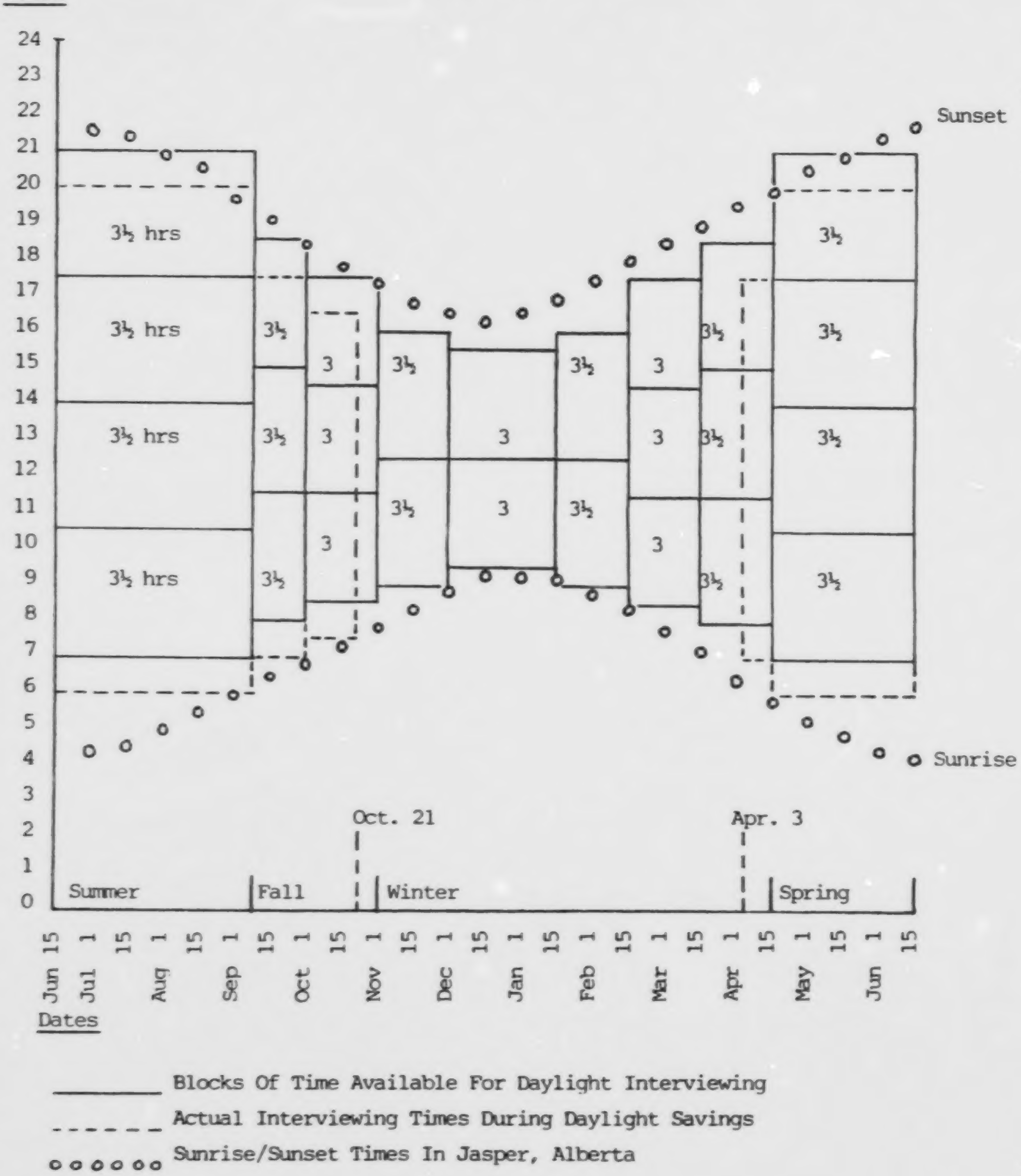
[1] Maximum - Minimum of replicates (I + III) & (II + IV).

APPENDICES

EXHIBIT "A"
TIMES AND SCHEDULES

DAYLIGHT INTERVIEWING HOURS

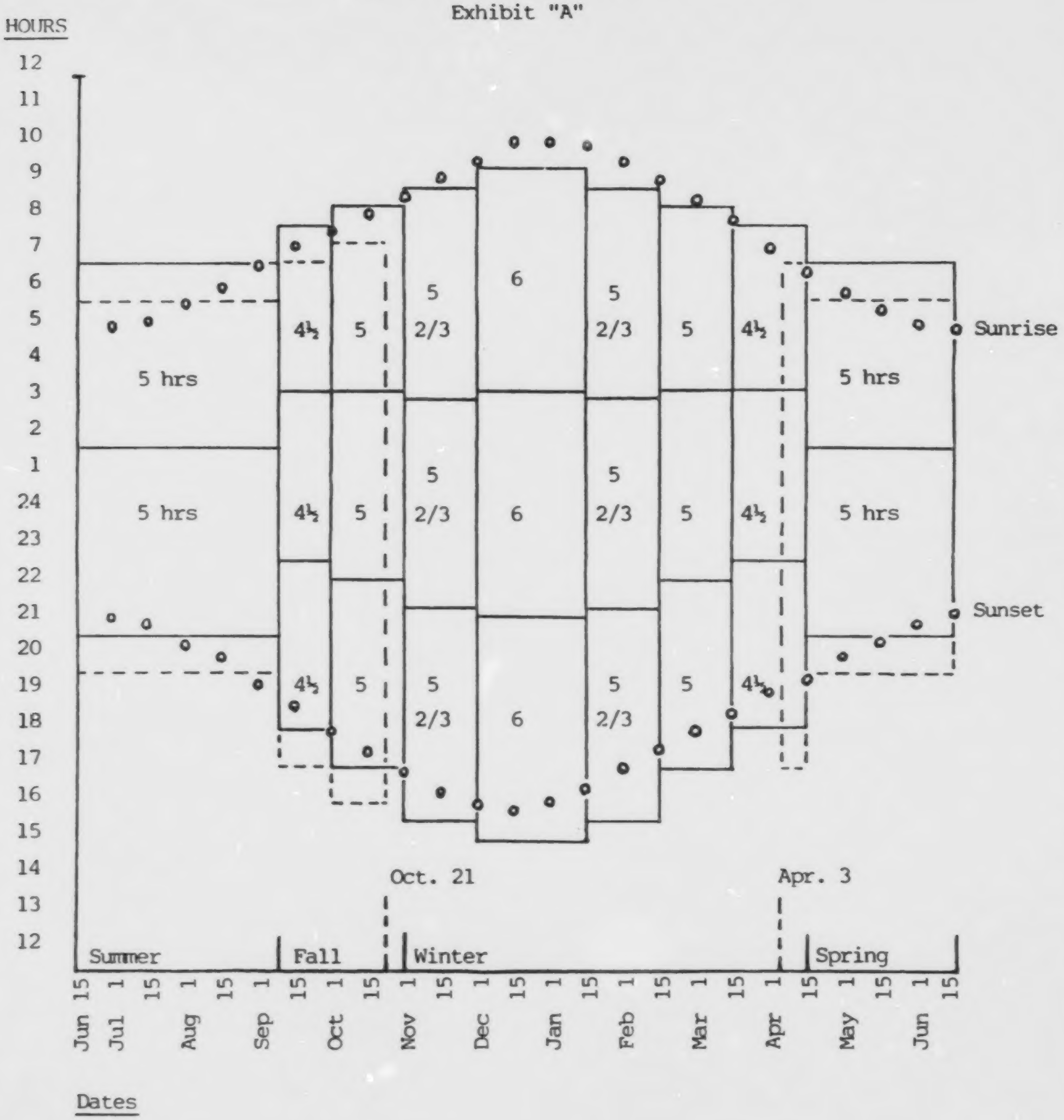
Exhibit "A"



(Source: Canadian Farm And Home Almanac, 1988)

NIGHTTIME OBSERVATION HOURS

Exhibit "A"



———— Blocks Of Time Available For Nighttime Observation

- - - - Actual Observation Times During Daylight Savings

o o o o Sunset/Sunrise Times In Jasper, Alberta

(Source: Canadian Farm And Home Almanac, 1988)

AVAILABLE DAYLIGHT[1]

Winter Season 1987/88

Exhibit "A" (cont'd)

		Banff, Alberta			Jasper, Alberta		
		Sunrise	Sunset	Hours Of Daylight	Sunrise	Sunset	Hours Of Daylight
November	1 '87	7:36	17:16	9-3/4	7:56	17:14	9-1/4
	15	8:00	16:54	9	8:21	16:51	8-1/2
December	1	8:25	16:38	8-1/4	8:56	16:28	7-1/2
	15	8:40	16:35	8	9:11	16:24	7-1/4
January	1 '88	8:46	16:45	8	9:17	16:34	7-1/4
	15	8:40	17:03	8-1/4	9:08	16:55	7-3/4
February	1	8:20	17:31	9	8:44	17:28	8-3/4
	15	7:56	17:56	10	8:16	17:57	9-3/4
March	1	7:26	18:23	11	7:41	18:29	10-3/4
	15	6:55	18:47	12	7:06	18:57	12
April	1	6:17	19:15	13	6:23	19:30	13
	15	5:46	19:38	14	5:48	19:57	14

(Source: Canadian Farm And Home Almanac, 1988)

---

[1] In accordance with Provincial guidelines, vehicle diversion and interviewing on the highway did not commence until 1/2 hour after sunrise and was suspended 1/2 hour before sunset.

SCHEDULE OF ROADSIDE STINTS

Exhibit "A" (Cont'd)

	Daytime Interview Stints	Night Time Observation Stints
SUMMER	4 Stints (3-1/2 hours)	2 Stints (5 hours)
June 15, 1988 to September 7	07:00 to 10:30 10:30 to 14:00 14:00 to 17:30 17:30 to 21:00	21:00 to 02:00 02:00 to 07:00
	Weekend begins at 17:30 on Friday	
FALL	3 Stints (3-1/2 hours)	3 Stints (4-1/2 hours)
September 8 to September 30	08:00 to 11:30 11:30 to 15:00 15:00 to 18:30	18:30 to 23:00 23:00 to 03:30 03:30 to 08:00
	Weekend begins at 15:00 on Friday	
October 1 to October 31	3 Stints (3 hours) 08:30 to 11:30 11:30 to 14:30 14:30 to 17:30	3 Stints (5 hours) 17:30 to 22:30 22:30 to 03:30 03:30 to 08:30
	Weekend begins at 17:30 on Friday	
WINTER	2 Stints (3-1/2 hours)	3 Stints (5-2/3 hours)
November 1 to November 30	09:00 to 12:30 12:30 to 16:00	16:00 to 21:40 21:40 to 03:20 03:20 to 09:00
	Weekend begins at 16:00 on Friday	
December 1, to January 14, 1988	2 Stints (3 hours) 09:30 to 12:30 12:30 to 15:30	3 Stints (6 hours) 15:30 to 21:30 21:30 to 03:30 03:30 to 09:30
	Weekend begins at 15:30 on Friday	
January 15 to February 14	2 Stints (3-1/2 hours) 09:00 to 12:30 12:30 to 16:00	3 Stints (5-2/3 hours) 16:00 to 21:40 21:40 to 03:20 03:20 to 09:00
	Weekend begins at 16:00 on Friday	
February 15 to March 14	3 Stints (3 hours) 08:30 to 11:30 11:30 to 14:30 14:30 to 17:30	3 Stints (5 hours) 17:30 to 22:30 22:30 to 03:30 03:30 to 08:30
	Weekend begins at 17:30 on Friday	
March 15 to April 14	3 Stints (3-1/2 hours) 08:00 to 11:30 11:30 to 15:00 15:00 to 18:30	3 Stints (4-1/2 hours) 18:30 to 23:00 23:00 to 03:30 03:30 to 08:00
	Weekend begins at 15:00 on Friday	
SPRING	4 Stints (3-1/2 hours)	2 Stints (5 hours)
April 15 to June 14, 1988	07:00 to 10:30 10:30 to 14:00 14:00 to 17:30 17:30 to 21:00	21:00 to 02:00 02:00 to 07:00
	Weekend begins at 17:30 on Friday.	

SCHEDULE OF SKIER (DUSK) STINTS

Exhibit "A" (Cont'd)

INTERVIEW STINTS

All ski-hill interview stints conducted from 15:00 to 17:00 in Ski Hill parking lots.

After March 15, ski hill interview stints at Lake Louise ski area conducted from 16:00 to 18:00.

OBSERVATION STINTS

	Exit Stint	Matched Entry Stints[1]
December 11 to January 14:	Banff E., 15:30 to 19:30	Yoho W., 14:00 to 18:00 Kootenay W., 13:00 to 17:00
	Jasper E., 15:30 to 19:30	N/A
January 15 to February 14:	Banff E., 16:00 to 20:00	Yoho W., 14:30 to 18:30 Kootenay W., 13:30 to 17:30
	Jasper E., 16:00 to 20:00	N/A
February 15 to March 14:	Banff E., 17:30 to 21:30	Yoho W., 16:00 to 20:00 Kootenay W., 15:00 to 19:00
	Jasper E., 17:30 to 21:30	N/A
March 15 to April 14:	Banff E., 18:30 to 22:30	Yoho W., 17:00 to 21:00 Kootenay W., 16:00 to 20:00
	Jasper E., 18:30 to 22:30	N/A

---

[1] Time differential between entry and exit stints reflects driving time between gates (Yoho W. to Banff E., 1-1/2 hours; Kootenay W. to Banff E., 2-1/2 hours).

SCHEDULE OF STATUTORY HOLIDAYS[1]

Exhibit "A" (cont'd)

Canada Day, Wednesday, July 1, 1987
(17:30, Tuesday, June 30 to 23:59, Wednesday, July 1)

Civic Holiday, Monday, August 3
(00:00 Monday, August 3 to 23:59, that night)

Labour Day, Monday, September 7
(00:00, Monday, September 7 to 23:59, that night)

Thanksgiving Day, Monday, October 12
(00:00, Monday, October 12 to 23:59, that night)

Christmas Day, Friday, December 25
(15:30, Thursday, December 24 to 23:59, Friday, December 25)

New Year's Day, Friday, January 1, 1988
(15:30, Thursday, December 31 to 23:59, Friday, January 1)

Good Friday, Friday, April 1, 1988
(15:00, Thursday, March 31 to 23:59, Friday, April 1)

Victoria Day, Monday, May 23
(00:00, Monday, May 23 to 23:59, that night)

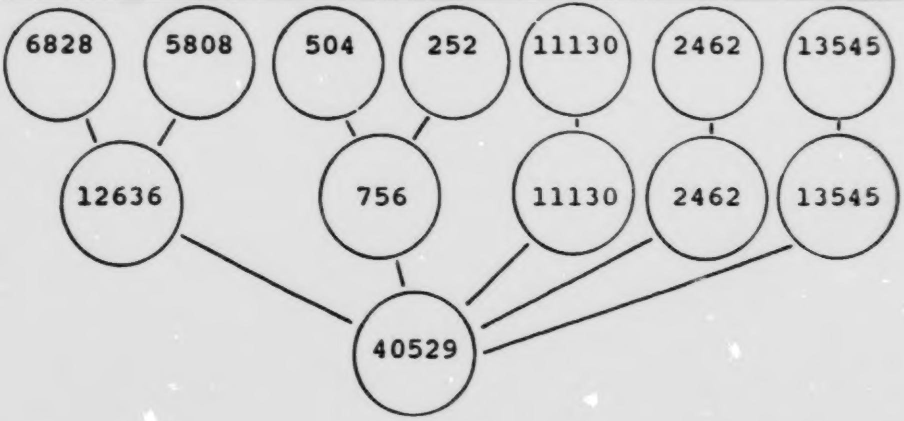
---

[1] The period of time from the weekend start time on the afternoon preceding each statutory holiday to midnight on the holiday was treated as a weekend day, and these holidays were included in the weekend stratum.

FRAME SIZE

(Counts Of All Possible Stints)

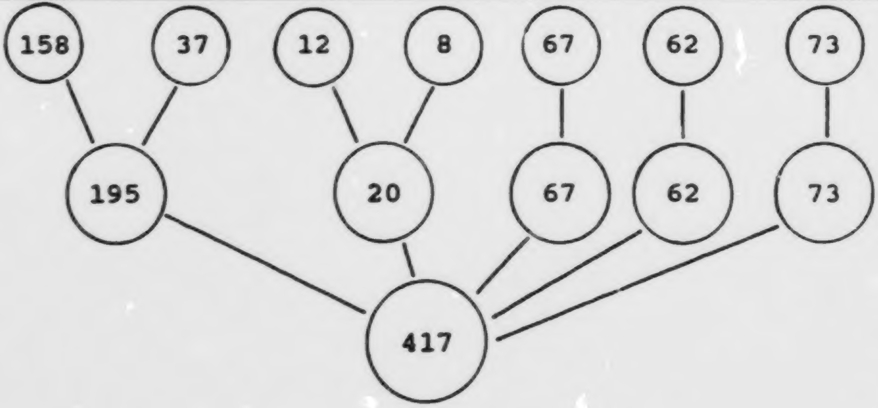
	Location/Modes						
	Private Vehicle Day Exits (1-6)	Private Vehicle Night Exits (1-6)	Ski Hills (Dusk) (1-4)	Skier Exits (Dusk) (1&2)	Bus Depots (1-3)	Train Depots (1-3)	Motor-coach Accommo-dations (1-28)
Summer, 1987							
Weekday	1314	696	-	-	1831	382	8378
Weekend	726	402	-	-	1059	282	
Fall, 1987							
Weekday	684	636	-	-	1122	236	1138
Weekend	288	336	-	-	552	113	
Winter, 1987/88							
Weekday	1596	1804	-	-	3124	711	2054
Weekend	710	1152	-	-	1569	346	
Olympics, 1988							
Weekday	30	26	-	-	-	-	-
Weekend	16	24	-	-	-	-	
Skier (Dusk), 1987/88							
Weekday	-	-	276	138	-	-	-
Weekend	-	-	228	114	-	-	
Spring, 1988							
Weekday	954	450	-	-	1228	259	1975
Weekend	510	282	-	-	645	133	
TOTAL	6828	5808	504	252	11130	2462	13545



SAMPLE SIZE

(Sampled Stints)

	Location/Modes						
	Private Vehicle Day Exits (1-6)	Private Vehicle Night Exits (1-6)	Ski Hills (Dusk) (1-4)	Skier Exits (Dusk) (1&2)	Bus Depots (1-3)	Train Depots (1-3)	Motor-coach Accommo-dations (1-28)
Summer, 1987							
Weekday	35	7	-	-	15	13	36
Weekend	41	6	-	-	17	14	
Fall, 1987							
Weekday	11	3	-	-	5	5	9
Weekend	12	3	-	-	6	5	
Winter, 1987/88							
Weekday	14	6	-	-	6	6	18
Weekend	17	6	-	-	7	7	
Olympics, 1988							
Weekday	1	-	-	-	-	-	-
Weekend	-	-	-	-	-	-	
Skier (Dusk), 1987/88							
Weekday	-	-	6	4	-	-	-
Weekend	-	-	6	4	-	-	
Spring, 1988							
Weekday	13	3	-	-	5	5	10
Weekend	14	3	-	-	6	7	
TOTAL	158	37	12	8	67	62	73



AMS Applied Marketing Statistics
3080 Yonge Street, Suite 4054, Toronto, Ontario M4N 3N1 Phone (416) 488-0790

PROCEDURES FOR PROJECTING ESTIMATES

PROCEDURES FOR PROJECTING ESTIMATES

I. INTRODUCTION

In setting up projections from the survey, the main requirement is to understand the levels of stratification and sampling rates for each stratum which can be inverted to provide the weights necessary for projection of estimates. Throughout the year, the schedule of stints that comprise the primary sampling units have conformed to the realities of safety, time of day, sunrise/sunset, weather and traffic fluctuation.

II. FRAME

A frame is a listing of all possible sampling units. In this survey the frame is the list of all the stints. This list is developed by compiling all the days of the year and all the possible stints that could take place on each day. This frame was then used to select sample stints at random.

Let us denote the frame as Fr. whence Fr(.) = Stints(.) represents the definition of the frame.

III. STRATIFICATION

Sampling of the frame takes place at different rates which are based upon the following strata:

1. Season (Spring, Fall, Summer, Winter Olympics[1], Winter);
2. Time of Week (Weekday, Weekend);
3. Time of Day (Part 1, Part 2, Part 3)[2];
4. Transportation Mode (Private Vehicle, Bus, Train, Charter);
5. Location of Stint (Park Highway Exits, Train Terminals, Bus Terminals, Hotels and Resorts).

There are: 5 * 2 * 3 * (6+3+3+1) = 390 possible combinations of strata. Let us denote these combinations by the following functions:

1. Season	SE(i)	i = 1, 2, 3, 4, 5
2. Time of Week	TW(j)	j = 1, 2
3. Time of Day	TD(k)	k = 1, 2, 3
4. Trip Mode	TM(h)	h = 1, 2, 3, 4
5. Locations	LS(m)	m = 1,.....,13

where each function simply takes on the value of 1 or 0 depending on its index.

---

[1] Winter Olympics (February 13 to February 28)

[2] Part 1 - first part of daytime stints*
Part 2 - second part of daytime stints*
Part 3 - ski period in winter

*Parts 1 and 2 may become separate strata depending on the following criteria:

- there must be a great differential in traffic flow;
- there must be enough stints in each strata to allow separate weights for all cells in each strata; and
- there must be evidence that statistics will be produced that would have unbalanced Part 1 and Part 2 combinations.

These criteria were examined in the summer season to determine if any benefit could be derived by imbedding the Part 1 and Part 2 stratification within the weighting system. Post sampling stratification for Banff East Gate weekend was performed in the summer to create separate strata for Part 1 and 2.

Thus any array: SE(4) = 1
TW(2) = 1
TD(1) = 1
TM(2) = 1 for which LS (7) = 1
[e.g., LS(1) = 0]

describes a stratum within which stints have been allocated.

IV. STINTS

Since the frame has been defined as the sum of all possible stints collected for each combination of the strata, and since samples are drawn randomly from the frame, they result in primary sampling units being assigned to the field for data collection. The stint must be clearly defined both as a practical working definition and a mathematical definition. The definition of a stint changes within the strata structure due to the physical nature of the tasks to be performed.

For: h = 1 and
m = 1-6 we have Private Vehicle Stints - periods of time (e.g., most cases 3.5 hours).
For: h = 2 and
m = 7-9 we have Train Stints - exiting trains at a scheduled departure time.
For: h = 3 and
m = 10-12 we have Bus Stints - exiting buses at a scheduled departing time.
For: h = 4 and
m = 13 we have Charter Stints - tours departing from a resort on a given day.

For all stints let us denote a stint by: Stint (h, m, n) and Stint (.) carries a value based on n, which represents how many 'stints' are allocated to the strata.

Since our frame is a summed function of all the strata, then in general:

$$\mathrm{Fr}(.) = \sum_{i}^{I} \mathrm{SE}(i) * \sum_{j}^{J} \mathrm{TW}(j) * \sum_{k}^{K} \mathrm{TD}(k) * \sum_{h}^{H} \sum_{m}^{M} \sum_{n}^{N} \mathrm{Stint}\ (h, m, n)$$

V. SAMPLE SELECTION

For each season, mode of transport and type of day (weekend/weekday) a sample size has been designated. Within the above strata all possible stints are counted by day for the season. The cumulative count of stints provides a method of numbering the stints so that when a random number is selected, the stint can be identified by a day, season, mode and location. For example a selection could be 135 which would designate:

Monday
November 1, 1987
Banff bus
leaving at 12:10

All such selections created have been issued on a schedule showing days and strata.

Sample selection can be denoted as:

$$\text{Stint}\ (i, j, k, h, m, n)$$

$$\sum_{n}^{N} \text{Stint}\ (i, j, k, h, m, n)$$

with probability,

$$\Pr\ (i, j, k, h, m, n) = \frac{1}{\sum_{n}^{N} \text{Stint}\ (i, j, k, h, m, n)}$$

Stints can be:

- time during the day at highway locations;
- departures for buses and trains; and
- overnight charter departures at hotels/resorts.

What they are depends on the values of i, j, k, h, m, n.

VI. WEIGHTS (Stint Weight)

The calculation of stint weights is the inverse process of the sample selection of stints. For example, suppose that during the Winter Season, on the Weekend, three scheduled Bus Stints are required from a total possible number of 562 Stints.

The sampling rate is $\frac{3}{562} = .00534$

The stint weight would be $\frac{562}{3} = 187.33$

Numbers can be attached to every stratum which reflects this inversion process. Since stints are allocated amongst strata, their weights take the following form.

$$WS\ (i,\ j,\ k,\ h,\ m) = \left[\frac{\sum_{n}^{N} \text{Stint}\ (h,\ m,\ n)}{\sum_{rv(n)\ \epsilon\ (N)} \text{Stint}\ (h,m,n)}\right] = \left[\frac{\text{Total Possible Stints}}{\text{Sampled Stints}}\right]$$

where h = 1 is Private Vehicles
h = 2 is Trains
h = 3 is Buses
h = 4 is Charter Tours

and (rv(n) ϵ N) means a random variable n is selected from the total set of size N.

VII. WEIGHTS (Private Vehicle)[1]

Each private vehicle stint when conducted produces manual counts of vehicles. As well as counts, some vehicles are diverted from traffic flow to obtain an interview. For this a weight is calculated to reflect the additional stage of sampling. Thus a weight denoted WV(i, j, k, h, m, n) is constructed as WV(i, j, k, h, m, n) = 1 for h=1.

$$WV(i,j,k,h,m,n) = \left[\frac{\sum_{p=1}^{P} \text{Private Vehicle}\ (P)}{\sum_{rv(p)\ \epsilon\ (P)} \text{Vehicle}\ (p)}\right] * \left[\frac{\sum_{p=1}^{P} \text{Qualified}\ (p)}{\sum_{rv(p)\ \epsilon\ (P)} \text{Interviewed}\ (p)}\right]$$

$$= \left[\frac{\text{Vehicles Counted}}{\text{Diverted Vehicles} - \text{Initial Refusal} - \text{Non-Qualifying Vehicles}}\right] * \left[\frac{\text{Qualified}}{\text{Interviewed}}\right] \text{for } h=1.$$

---

[1] Private Vehicle = 1 party. Party (vehicle party/any other party = p). Private Vehicle excludes Bus and Transport vehicles from Traffic.

VIII. WEIGHTS (Train Party, Bus Party, Charter Party)

Interviews are conducted at random with persons who are:

1. boarding a bus;
2. boarding a train; and
3. on a charter tour.

It is determined that a boarder belongs to a party for a bus, train or charter of a size indicated by the sampled respondent.

Thus a party weight is denoted:

$$WP(i,j,k,h,m,n) = \left[\frac{\sum_{p}^{P} \text{Party } (p)}{\sum_{rv(p) \in (P)} \text{Party } (p)} \right] * \left[\frac{\sum_{p}^{P} \text{Qualified } (p)}{\sum_{rv(p) \in (P)} \text{Interviewed } (p)} \right]$$

$$= \left[\frac{\text{Total Parties}}{\text{Diverted Vehicles} - \text{Initial Refusal} - \text{Non-Qualifying Parties}} \right] * \left[\frac{\text{Qualified}}{\text{Interviewed}} \right]$$

and WP(i, j, k, h, m, n) = 1 for h=1.

where Total Parties = $\frac{\text{Total (Train/Bus) Passengers}}{\text{Average Party Size}}$

IX. SPECIAL WEIGHTS

i) **Times where interviewing cannot take place:**
Night time vehicle counts are collected for stints which occur during the night when vehicles cannot be stopped for interviewing. Using the stint weights, a total 24 hour manual vehicle count can be determined. Since day time vehicles are the only ones which can be safely interviewed, then the day time data is projected from day time counts to 24 hour counts. The form of the calculation would be:

$$\text{Adj Vehicle }(i,j,k,h,m,n) = \frac{\text{Day count*Stint Weight + Night count*Stint Weight}}{\text{Day count*Stint Weight}}$$

ii) **Times when buses and trains run with no interviews taking place:**
Late night time/Early morning time

$$\text{Adj B/T }(i,j,k,h,m,n) = \frac{\text{24 hour Bus/Train departures}}{\text{Day Time departures}}$$

iii) **Pooled weight for Banff East Gate:**
The Banff East Gate, in the initial month of the survey, was sampled as if it were composed of three separate channels of exit. The probabilities assigned to the three channels (a, b, c) were (½, ¼, ¼) during the summer season on weekdays, and (5/11, 2/11, 4/11) on weekends. To pool the Banff East Gate channels into one single exit channel, an adjustment weight which is the reciprocal of the (a, b, c) channel probabilities was applied. The form of the weights would be:

$\text{Adj}\ (1, 1, k, h, 6, m, a) = 2.0$
$\text{Adj}\ (1, 1, k, h, 6, m, b) = 4.0$
$\text{Adj}\ (1, 1, k, h, 6, m, c) = 4.0$
$\text{Adj}\ (1, 2, k, h, 6, m, a) = 2.2$
$\text{Adj}\ (1, 2, k, h, 6, m, b) = 5.5$
$\text{Adj}\ (1, 2, k, h, 6, m, c) = 2.75$

iv) **Winter self completion:**
Adjustment is made to weight the self completion portion to the qualifying information. The weight would be formed as:

$$WSC(i,j,k,h,m,n) = \left[\frac{\sum_{p}^{P} \text{Qualifier}\ (p)}{\sum_{rv(p)\ \epsilon\ (P)} \text{Qualifier}\ (p)} \right]$$

v) **Ski Hill Special Stratum:**
It was considered appropriate to concentrate some sample among a sector of the population which is difficult to properly represent in any study...namely skiers. The acknowledged pattern of travel from the park system occurs during unsafe times of interview. Thus to include skiers in a meaningful way in the survey, a special procedure has been undertaken from December 11 to April 14.

In this procedure two separate tasks are created:

1) Counts obtained of vehicles exiting and a ratio of ski carriers to total vehicles is calculated.

2) Interviews conducted at ski resorts to obtain data from those who would be leaving during the counting period. As well, a ratio of vehicles carrying skis on the outside to those with no visible skis would be obtained. This ratio, when applied to counted ski carrying vehicles, should determine the total skier vehicle estimate. An adjustment is made for pass-through skier traffic exiting at Banff East to yield an estimate of total ski traffic. (See Section D.2.f of Technical Appendix, Section A).

vi) **Post adjustment of sampling rate to volume ratio:** It is evident that if sampling rates could have been picked to be proportionate to volume the ratios of:

$$\left[\frac{\text{Stints Sampled}}{\text{Total Stints}}\right] \quad \text{and} \quad \left[\frac{\text{Sampled Traffic Count}}{\text{Total Traffic Count}}\right]$$

would be equivalent. Where information exists to allow this comparison and a differential exists, then an adjustment weight is calculated as:

$$\text{Flow WT} = \frac{\text{Metered 24 hour traffic}}{\text{R/T Projected 24 hour counts}^{1}}$$

---

[1] Including Private Vehicle & Bus & Transport Vehicles.

X. MAIL OUT SURVEY WEIGHT

The mail out portion of the survey requires weights to adjust the non-response. The weight would take the form:

$$WM(i,j,k,h,m,n) = \left[\frac{\sum_{p}^{P} \text{Interview } (p)}{\sum_{rv(p) \in \{P\}} \text{Mail } (p)} \right]$$

$$= \left[\frac{\text{Interviews in Stint}}{\text{Mail Returns in Stint}} \right]$$

An additional adjustment would be calculated if a systematic difference between the screened population and mail returning population occurs (i.e., when mail returns are simply weighted within stints, crosstabs will be generated to compare information common to screened population and return population). Systematic differences were identified and an additional weight (same day trip or overnight trip weight, etc.) was used to balance the mail return population.

XI. CHARTER WEIGHTS

In drawing a sample for charter stints a frame was constructed in each season based on resort estimates of charter business.

After the stints were completed, the frame was reconstructed based on actual charter activity. Thus weights for charters are constructed from the best information available. The calculation of a charter weight would take the form:

$$WP(i,j,k,h,m,n) = \left[\frac{\sum_{p}^{P} \text{Party}(p)}{\sum_{rv(p) \in \{P\}} \text{Party}(p)} \right]$$

$$= \left[\frac{\text{Total Parties}}{\text{Interviewed Parties}} \right]$$

where $\text{Total Parties} = \frac{\text{Total Tour Passengers Sampled}}{\text{Average Party Size}}$

XII. FINAL WEIGHT

The final weight is calculated by multiplying all the applicable weights and adjustments together. Its form would be:

For Private Vehicles:

$$WF(i,j,k,h,m,n,p) = WS(i,j,k,h,m,n,p) * WV(i,j,k,h,m,n,p) * Adj(i,j,k,h,m,n,p) * WM(i,j,k,h,m,n,p)$$

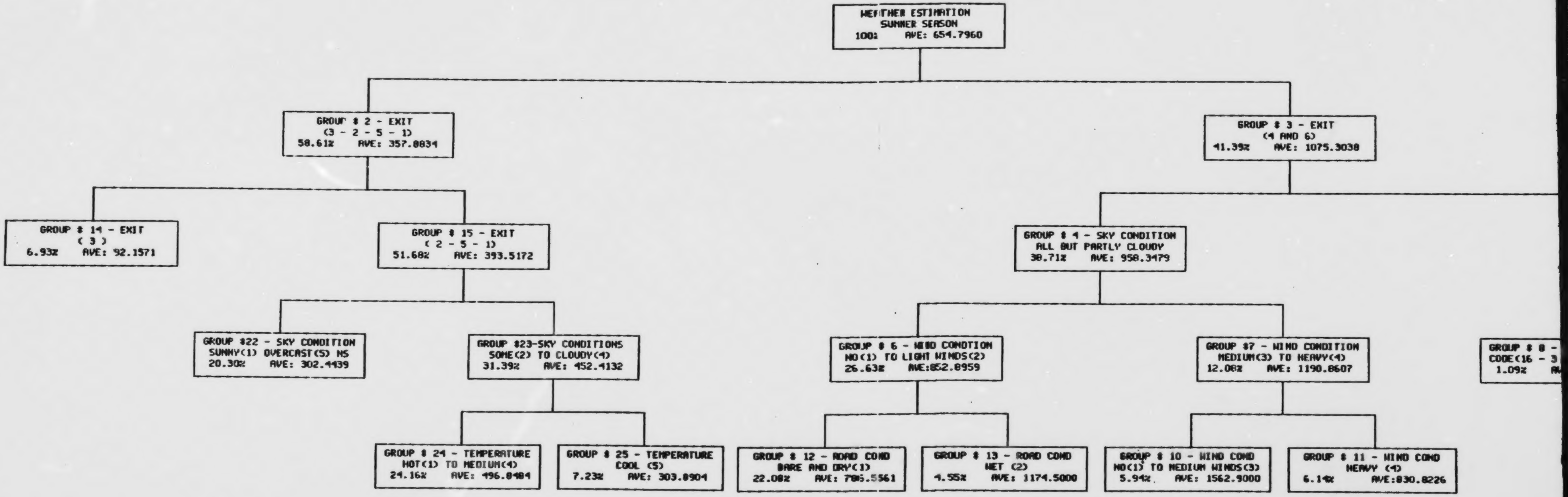
For Other Modes:

$$WF(i,j,k,h,m,n,p) = WS(i,j,k,h,m,n,p) * WP(i,j,k,h,m,n,p) * Adj(i,j,k,h,m,n,p) * WM(i,j,k,h,m,n,p)$$

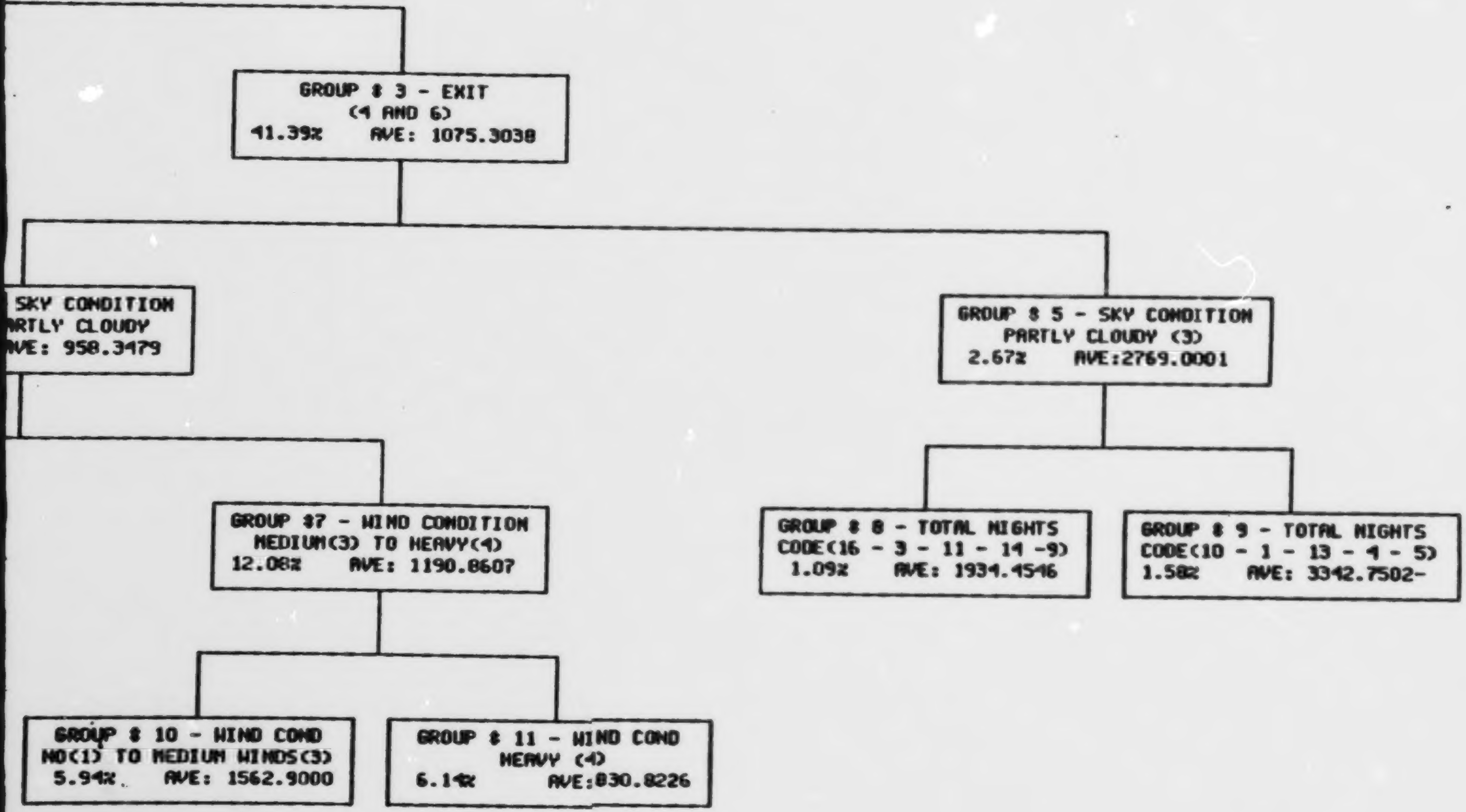
AMS
Applied Marketing Statistics
3080 Yonge Street, Suite 4054, Toronto, Ontario M4N 3N1 Phone (416) 488-0790

M.I.D. WEATHER ESTIMATION
PROCEDURES

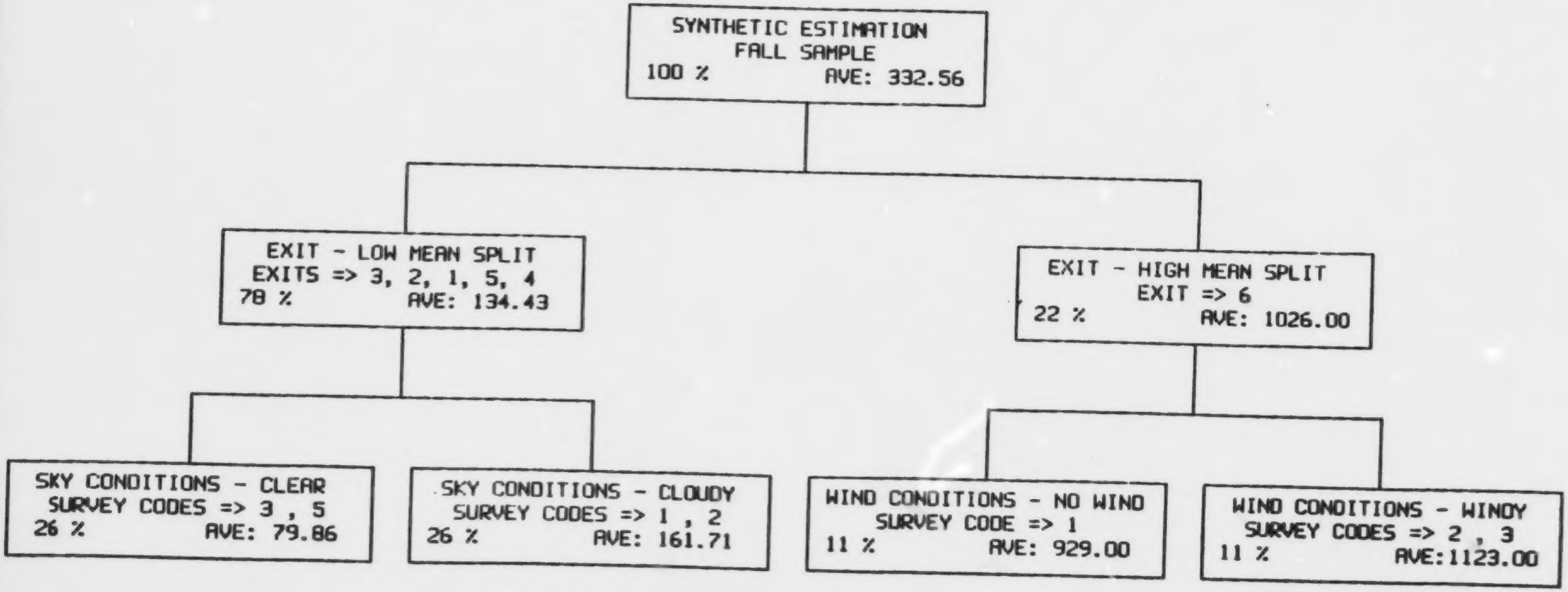
SUMMER: WEATHER ESTIMATION
RUSTON TOMANY


WEATHER ESTIMATION
SUMMER SEASON
100% AVE: 654.7960
GROUP # 2 - EXIT
(3 - 2 - 5 - 1)
58.61% AVE: 357.8834
GROUP # 3 - EXIT
(4 AND 6)
41.39% AVE: 1075.3038
GROUP # 14 - EXIT
(3)
6.93% AVE: 92.1571
GROUP # 15 - EXIT
(2 - 5 - 1)
51.68% AVE: 393.5172
GROUP # 4 - SKY CONDITION
ALL BUT PARTLY CLOUDY
38.71% AVE: 958.3479
GROUP #22 - SKY CONDITION
SUNNY(1) OVERCAST(5) NS
20.30% AVE: 302.4439
GROUP #23-SKY CONDITIONS
SOME(2) TO CLOUDY(4)
31.39% AVE: 452.4132
GROUP # 6 - WIND CONDTION
NO(1) TO LIGHT WINDS(2)
26.63% AVE:852.8959
GROUP #7 - WIND CONDITION
MEDIUM(3) TO HEAVY(4)
12.08% AVE: 1190.8607
GROUP # 8 -
CODE(16 - 3
1.09% AV
GROUP # 24 - TEMPERATURE
HOT(1) TO MEDIUM(4)
24.16% AVE: 496.8484
GROUP # 25 - TEMPERATURE
COOL (5)
7.23% AVE: 303.8904
GROUP # 12 - ROAD COND
BARE AND DRY(1)
22.08% AVE: 786.5561
GROUP # 13 - ROAD COND
WET (2)
4.55% AVE: 1174.5000
GROUP # 10 - WIND COND
NO(1) TO MEDIUM WINDS(3)
5.94% AVE: 1562.9000
GROUP # 11 - WIND COND
HEAVY (4)
6.14% AVE:830.8226

<< APPLIED MARKETING STATISTICS >>


GROUP # 3 - EXIT
(4 AND 6)
41.39% AVE: 1075.3038
SKY CONDITION
ARTLY CLOUDY
AVE: 958.3479
GROUP # 5 - SKY CONDITION
PARTLY CLOUDY (3)
2.67% AVE:2769.0001
GROUP #7 - WIND CONDITION
MEDIUM(3) TO HEAVY(4)
12.08% AVE: 1190.8607
GROUP # 8 - TOTAL NIGHTS
CODE(16 - 3 - 11 - 14 -9)
1.09% AVE: 1934.4546
GROUP # 9 - TOTAL NIGHTS
CODE(10 - 1 - 13 - 4 - 5)
1.58% AVE: 3342.7502-
GROUP # 10 - WIND COND
NO(1) TO MEDIUM WINDS(3)
5.94% AVE: 1562.9000
GROUP # 11 - WIND COND
HEAVY (4)
6.14% AVE:830.8226

RUSTON TOWANY
FALL WEATHER ESTIMATION



SYNTHETIC ESTIMATION
FALL SAMPLE
100 % AVE: 332.56

EXIT - LOW MEAN SPLIT
EXITS => 3, 2, 1, 5, 4
78 % AVE: 134.43

EXIT - HIGH MEAN SPLIT
EXIT => 6
22 % AVE: 1026.00

SKY CONDITIONS - CLEAR
SURVEY CODES => 3 , 5
26 % AVE: 79.86

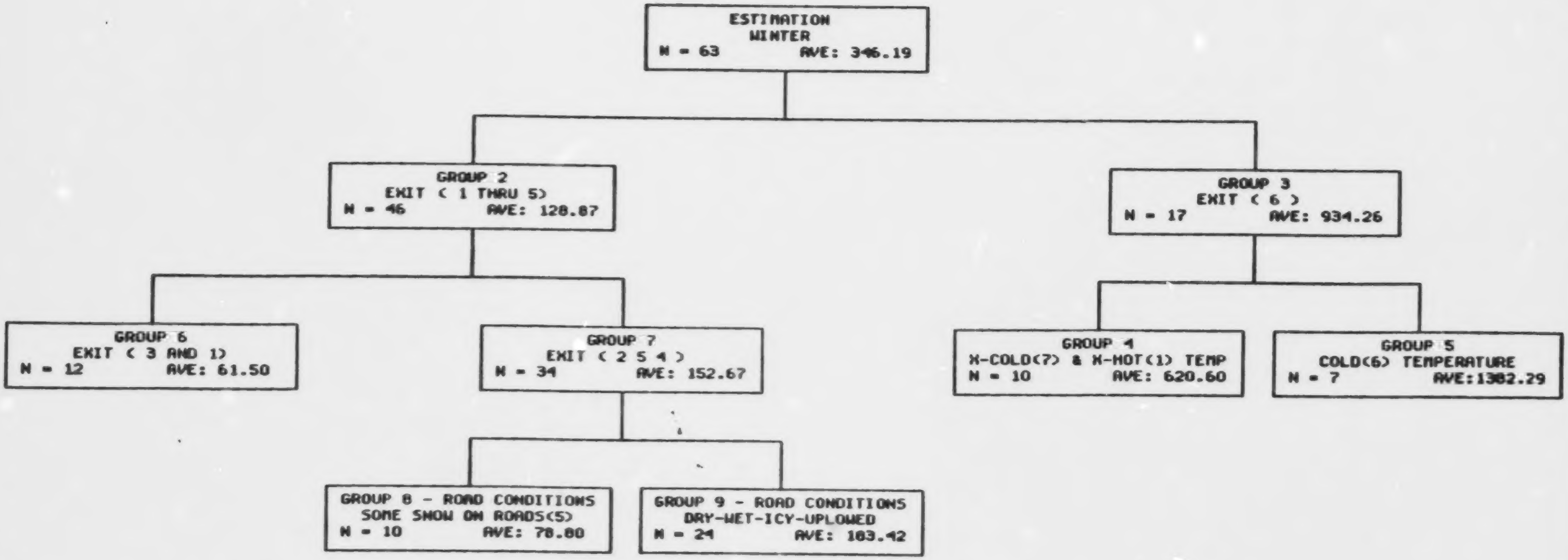
SKY CONDITIONS - CLOUDY
SURVEY CODES => 1 , 2
26 % AVE: 161.71

WIND CONDITIONS - NO WIND
SURVEY CODE => 1
11 % AVE: 929.00

WIND CONDITIONS - WINDY
SURVEY CODES => 2 , 3
11 % AVE:1123.00

AMS Applied Marketing Statistics
3080 Yonge Street, Suite 4054, Toronto, Ontario M4N 3N1 Phone (416) 488-0790

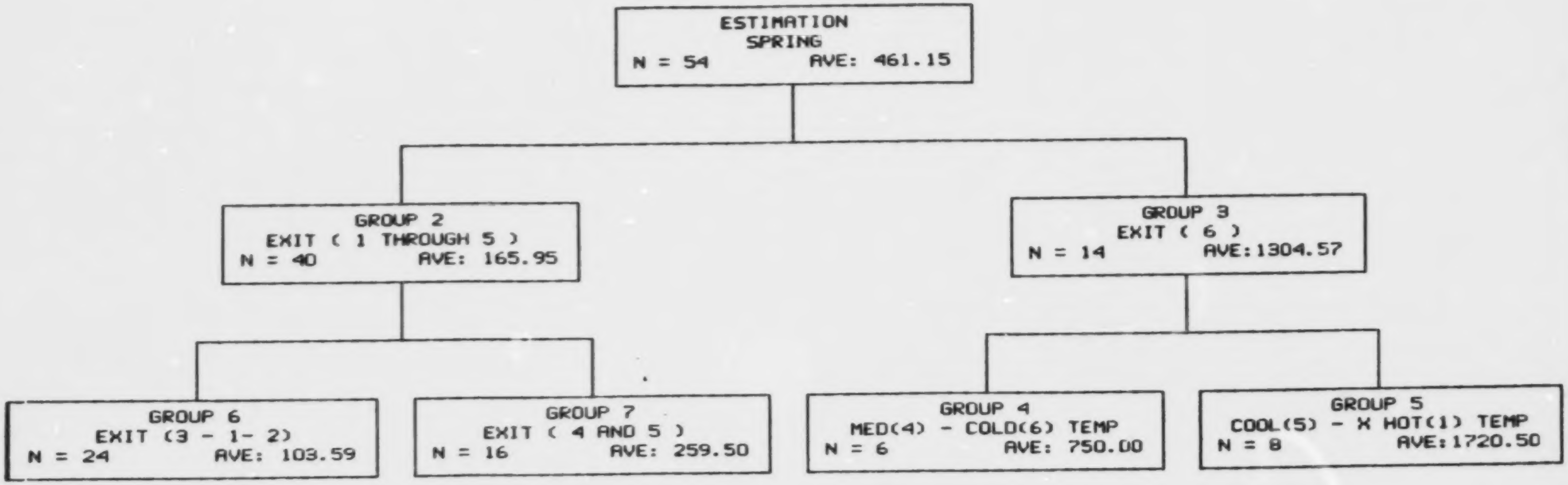
WINTER WEATHER EXTIMATION
SELECTED SAMPLE SIZE = 33


ESTIMATION
WINTER
N = 63 AVE: 346.19
GROUP 2
EXIT (1 THRU 5)
N = 46 AVE: 128.87
GROUP 3
EXIT (6)
N = 17 AVE: 934.26
GROUP 6
EXIT (3 AND 1)
N = 12 AVE: 61.50
GROUP 7
EXIT (2 5 4)
N = 34 AVE: 152.67
GROUP 4
X-COLD(7) & X-HOT(1) TEMP
N = 10 AVE: 620.60
GROUP 5
COLD(6) TEMPERATURE
N = 7 AVE:1382.29
GROUP 8 - ROAD CONDITIONS
SOME SNOW ON ROADS(5)
N = 10 AVE: 78.80
GROUP 9 - ROAD CONDITIONS
DRY-WET-ICY-UPLOWED
N = 24 AVE: 183.42

<< APPLIED MARKETING STATISTICS >>

AMS
Applied Marketing Statistics
3080 Yonge Street, Suite 4054, Toronto, Ontario M4N 3N1 Phone (416) 488-0790

SPRING WEATHER ESTIMATION
SELECTED SAMPLE FOR ESTIMATION = 28


ESTIMATION
SPRING
N = 54 AVE: 461.15
GROUP 2
EXIT (1 THROUGH 5)
N = 40 AVE: 165.95
GROUP 3
EXIT (6)
N = 14 AVE:1304.57
GROUP 6
EXIT (3 - 1- 2)
N = 24 AVE: 103.59
GROUP 7
EXIT (4 AND 5)
N = 16 AVE: 259.50
GROUP 4
MED(4) - COLD(6) TEMP
N = 6 AVE: 750.00
GROUP 5
COOL(5) - X HOT(1) TEMP
N = 8 AVE:1720.50

<< Applied Marketing Statistics >>

SUMMER ROADSIDE QUESTIONNAIRE AND SHOW CARDS

Ruston/Tomany & Associates Ltd. R/T 19151
5-1
6-1
7-1
8/

Roadside Screener

Location:______________________ Start:_______________ A.M. 13-
P.M. 14-

Date:__________________________ Finish:______________ A.M.
P.M.
Day Month 15-

Interviewer:____ 18-

INTRODUCTION: Hello, my name is ____________________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING | 1 SAVE SCREENER | 19-

1. RECORD NUMBER OF PEOPLE IN VEHICLE IN THE TWO AGE GROUPS. IF YOU CANNOT COMPLETE THIS BY OBSERVATION, ASK THE DRIVER TO TELL YOU HOW MANY PEOPLE IN THE VEHICLE ARE:

16 YEARS OR OVER __________ (WRITE IN) UNDER 16 YEARS __________ (WRITE IN) 20- 21- 22- 23-

(HAND CARD 1)

2-a) Does anyone in this vehicle, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in this vehicle. RECORD BELOW.

NONE	24- 1	SKIP TO Q.3
On a sales/service call/pick-up/delivery	2	TERMINATE AND SAVE SCREENER
Member of a work crew/employee in Parks	3	
Commuting to or from work or school	4	
Permanent/seasonal resident in Parks	5	

-b) Is everyone in this vehicle a permanent/seasonal resident in the parks?

Yes 25- 1 TERMINATE AND SAVE SCREENER

No 2

-c) How many people in this vehicle who are 16 years of age or older are permanent/seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ ____________ (WRITE IN) 26- 27-

None 00

-d) And how many people in this vehicle who are under 16 years of age are permanent/seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 ____________ (WRITE IN) 28- 29-

None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN VEHICLE 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN VEHICLE 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your vehicle. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY:__________________
AND ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON.

4. (HAND CARD 2) Please look at this map of the four Parks. Do *you* personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time	30-1
Plan to return	2 THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 31- 1 SAVE SCREENER

32/45 BLANK

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY). 46- 47- 48-

____________________	____________________	____________________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

6-a) What is the furthest place from home you have visited or will visit on this trip? 49- 50- 51-

____________________	____________________	____________________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

-b) Is the National Parks System the main destination of your trip?

Yes	52-1
No	2

-c) (HAND CARD 3) Which one of the descriptions listed on this card best describes the main purpose of your entire trip? RECORD ONE ONLY BELOW.

Business:	Attend a special meeting like a conference, convention, seminar or trade show	53-1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
	Other (SPECIFY) ______________________________	

(HAND CARD 2 AGAIN)

7-a) CIRCLE CODE 2 BESIDE THE PARK RESPONDENT IS EXITING FROM AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK:
Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

	NO	YES
Banff National Park	54- 1	2
Jasper National Park	55- 1	2
Yoho National Park	56- 1	2
Kootenay National Park	57- 1	2

-b) FOR EACH PARK ENTERED IN Q.7-A), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58-1	59-1	60-1	61-1
No	2	2	2	2

-c) FOR EACH PARK ENTERED IN Q.7-a), ASK:
While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF SPENT TIME IN ANY PARK (ANY CODE 1 CIRCLED) SKIP TO VISITOR SECTION (Q.12 TO END).

IF SPENT NO TIME IN ANY PARK (NO CODE 1 CIRCLED), ASK Q.7-d).

-d) Did you or anyone else in the vehicle stop at all in the Parks to purchase any food or gas or spend any money?

No	66- 2	GO TO PASS-THROUGH SECTION (Q.8-11)
Yes	1	

-e) And in which Parks did you do that?

Banff National Park	67-1
Jasper National Park	2
Yoho National Park	3
Kootenay National Park	4

NOW SKIP TO VISITOR SECTION (Q.12 TO END)

PASS-THROUGH SECTION

8. How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY	000	68-
		69-
NUMBER OF NIGHTS	________________ (WRITE IN)	70-

9. (REFER RESPONDENT TO CARD 2 AGAIN)

Please show me exactly where you entered the National Parks system for the first time on this trip away from home? RECORD CODE FROM MAP FOR POINT OF ENTRY.

Location 1	(HWY 16 - EAST GATE)	71-1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6
CAN'T REMEMBER		9

(HAND CALENDAR - CARD 4)

10. What was the date of this first entry into the National Parks System? This calendar may help you recall the date if you cannot easily remember. RECORD DATE BELOW.

		72-
________________	________________	73-
Day	Month	

11. And was that...(READ LIST)? 74- 75-

	Between 6 a.m. and 12 noon	76-1
	From noon to six o'clock p.m.	2
	Between 6.p.m. and midnight	3
or	From midnight to 6 a.m.	4
	CAN'T REMEMBER	9

NOW SKIP TO DEMOGRAPHICS SECTION (Q.21 TO END)

VISITOR SECTION

5-1
6-2

CHECK BACK TO Q.6-b), PAGE 3. IF NATIONAL PARKS SYSTEM IS MAIN DESTINATION, SKIP TO Q.12-b). OTHERWISE ASK Q.12-a).

12-a) (HAND CARD 3 AGAIN)
Which one of the descriptions listed on this card best describes the main purpose of your trip to the National Parks? (RECORD ONE PURPOSE ONLY)

Business:	Attend a special meeting like a conference, convention, seminar or trade show	13-1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
Just Passing Through		8

-b) How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY	000 SKIP TO Q.14	14-
		15-
NUMBER OF NIGHTS	______________ (WRITE IN)	16-

-c) And how many nights, in total, did you spend in the National Parks since leaving home on this trip?

SPENT NO NIGHTS IN THE PARKS	000 SKIP TO Q.14	17-
		18-
NUMBER OF NIGHTS IN THE PARKS	______________ (WRITE IN)	19-

13-a) What was the name and location of the accommodation you used for your first (second/third/etc.) overnight stop in the Parks?

-b) (HAND CARD 5.) In which of the accommodation types listed here did you stay in READ LOCATION?. IF MORE THAN ONE TYPE OF ACCOMMODATION IN ANY LOCATION, RECORD EACH TYPE ON SEPARATE LINES.

-c) And how many nights did you stay in a READ ACCOMMODATION there? (ASK FOR EACH ACCOMMODATION TYPE USED. REPEAT -a), -b) AND -c) FOR NEXT OVERNIGHT STOP AND ALL SUBSEQUENT OVERNIGHT STOPS IN THE PARK. CONTINUE UNTIL ALL NIGHTS MENTIONED IN Q.12-c) ACCOUNTED FOR.)

Legend

1. Hotel/motel/resort/lodge
2. Commercial cottage/cabin
3. Bed and Breakfast
4. Youth Hostel
5. Campsite/trailer park
6. Back country camping
7. Friends/relatives/own vacation home

	-a) Name And Location	-b) Type Of Accommodation	-c) # Nights	
20-	____________	22-1 2 3 4 5 6 7	________	23-
26-	____________	28-1 2 3 4 5 6 7	________	29-
32-	____________	34-1 2 3 4 5 6 7	________	35-
38-	____________	40-1 2 3 4 5 6 7	________	41-
44-	____________	46-1 2 3 4 5 6 7	________	47-
50-	____________	52-1 2 3 4 5 6 7	________	53-
56-	____________	58-1 2 3 4 5 6 7	________	59-
62-	____________	64-1 2 3 4 5 6 7	________	65-

CHECK THAT TOTAL NUMBER OF NIGHTS IN Q.13-c) EQUALS NUMBER OF NIGHTS IN Q.12-c).

68/69 BLANK

The following questions are about expenditures made by all the people in this vehicle.

14-a) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No	70-	1 SKIP TO Q.18
Yes		2

(HAND CARD 6)

-b) Did anyone purchase a pre-paid package for this trip which included at least two of the items shown on this card?

No	71-	1 SKIP TO Q.17
Yes		2

15-a) Which of the items on this card were included in the pre-paid package?

TRANSPORTATION		
By Air	72-1	
By Train	2	
By Bus	3	
By Boat	4	
ACCOMMODATION	5	IF NONE CIRCLED SKIP TO Q.16
FOOD/BEVERAGE	6	
ENTERTAINMENT/ACTIVITIES/ SIGHTSEEING/TOURS/LIFT TICKETS ETC.	7	
AUTO RENTAL (PICKED UP IN THE PARKS)	8	
AUTO RENTAL (PICKED UP ELSEWHERE)	9	

-b) IF TRANSPORTATION (AIR, TRAIN, BUS OR BOAT) MENTIONED IN Q.15-a), ASK: Where did you first board the transportation which was included in your package? 73- 74- 75-

________ (NEAREST CITY/TOWN) ________ (PROVINCE/STATE) ________ (COUNTRY)

-c) How many nights in total were included in the price of this package? (WRITE IN) 76- 77- 78-

________ (NUMBER OF NIGHTS) IF NO NIGHTS, SKIP TO -e)

-d) And how many of these nights were spent in the Parks? 13- 14- 15-

5-1
6-3 ________ NUMBER OF NIGHTS IN PARKS) IF NO NIGHTS, SKIP TO -c)

-e) What was the total amount paid for all people in this vehicle for the pre-paid package? When you tell me the cost, please tell me whether it is in Canadian, U.S., or some other currency. 16-

Amount	Can.	U.S.	Other (SPECIFY)
$________	20-1	2	________

-f) And, how many people, including children, does this amount cover? 21- 22-

________ (WRITE IN NUMBER)

16. Were any other items prepaid for this trip to the Parks?

Yes	23-1	
No	2 SKIP TO Q.18	

17-a) (HAND RESPONDENT CARD 7) Which of the items on this card were paid for before you entered the National Parks, but were not purchased as a part of a package or tour? RECORD UNDER Q.17-a) ON GRID BELOW.

FOR **EACH** ITEM PRE-PAID SEPARATELY, ASK Q.17-b) TO Q.17-e).

-b) What was the total amount paid in advance for all people in this vehicle for (READ ITEM FROM Q.17-a)? RECORD UNDER Q.17-b) ON GRID BELOW.

-c) Is that in Canadian, U.S. or some other currency? RECORD UNDER Q.17-c) ON GRID BELOW.

		Q.17-a) ITEM	Q.17-b) AMOUNT	Q.17-c) CURRENCY CAN.	U.S.	OTHER (SPECIFY)	
AUTO RENTAL (PICKED UP IN THE PARKS)	24-	1	$________	1	2	______	25-
*ACCOMMODATION		2	$________	1	2	______	29-
*FOOD/BEVERAGE		3	$________	1	2	______	33-
*ENTERTAINMENT/ ACTIVITIES/ SIGHTSEEING/ TOURS/LIFT TICKETS		4	$________	1	2	______	37-
NONE OF THESE		5 SKIP TO Q.18					

*FOR EACH ASTERISKED ITEM ASK -d) AND -e).

-d) How many nights in total were included in the price of the prepaid (READ ITEM) ?. RECORD UNDER -d) BELOW. IF NO NIGHTS INCLUDED, DO NOT ASK Q.17-e).

-e) And how many of these nights were spent in the Parks? RECORD UNDER -e) BELOW.

	-d) TOTAL NIGHTS		-e) NIGHTS IN PARKS	
Accommodation	____________	41-	______________	50-
Food/Beverage	____________	44-	______________	53-
Entertainment	____________	47-	______________	56-

18-a) (HAND CARD 8) For each expenditure category on this card, please tell me, in Canadian dollars, the total amount spent within the Parks by everyone in the vehicle since leaving home? Include all purchases made by cash, credit card, traveller's cheque and cheque. (IF APPLICABLE: However, do not include the prepaid expenses we have already discussed.)

How much was spent by everyone in the vehicle for...? RECORD AMOUNT AND CURRENCY TYPE FOR EACH CATEGORY LISTED.

		NONE	AMOUNT IN CANADIAN $	OTHER CURRENCY (SPECIFY)	
Lodging in the Parks, excluding camping/trailer park	59-	01	$________	__________	61-
Camping fees		02	$________	__________	65-
Food and beverages bought in restaurants in the Parks		03	$________	__________	69-
Groceries & Beverages bought in stores in the Parks		04	$________	__________	73-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Parks		05	$________	__________	77-
Transportation within the Parks including shuttle buses, taxis, etc.		06	$________	__________	5-1 6-4 13-
Auto Rental for vehicles picked up in the Parks		07	$________	__________	17-
Recreation & Entertainment including tours, tickets, equipment rentals, etc.		08	$________	__________	21-
Conference or convention registration fees		09	$________	__________	25-
Park entrance fees/licence fees		10	$________	__________	29-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc.	60-	11	$________	__________	33-

IF RETAIL PURCHASES MORE THAN $300 CANADIAN OR $200 U.S., ASK:

-b) Did you or anyone in this vehicle purchase any individual items which cost more than $300 Canadian (or $200 U.S.)?

No 37- 1 SKIP TO Q.19

Yes 2

-c) What were those items and how much did each cost? RECORD BELOW.

	ITEM	AMOUNT	
38-	__________	__________	44-
40-	__________	__________	48-
42-	__________	__________	52-

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ASK:

18-d) Please just give me your best estimate of the total amount spent by everyone in the vehicle while in the National Parks system for the items shown on the card. RECORD AMOUNT AND CURRENCY BELOW. 56-

TOTAL ESTIMATE $____________________ (AMOUNT) ____________________ (CURRENCY) 60-

NOW COMPLETE REMAINING QUESTIONS WITH ORIGINAL RESPONDENT ONLY.

REFER BACK TO Q.7-a). IF RESPONDENT ENTERED BANFF AND/OR JASPER NATIONAL PARKS, ASK Q.19-a), -b) AND -c), OTHERWISE SKIP TO Q.20.

19-a) What attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip? (RECORD VERBATIM)

____ 61-

____ 62-

____ 63-

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as (READ LIST)...?

	Excellent	64- 1
	Very Good	2
	Good	3
	Fair	4
or	Poor	5
	DON'T KNOW	9

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (RECORD VERBATIM)

____ 65-

____ 66-

____ 67-

20-a) (HAND CARD) Which of the statements on this card best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip?

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	68- 1
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	2
	I had to reschedule my plans to visit the Parks because of the Olympics	3
OR	The Olympics had nothing to do with my decision to visit the Parks	4

DEMOGRAPHICS SECTION

I just have a few more questions to help us classify the information.

21. HAND CARD 9. Please tell me the age and sex of everyone in this vehicle, starting with yourself and then continuing from oldest to youngest. Please just tell me the letter beside the appropriate age category.

				All other occupants of vehicle						
		Respondent		1	2	3	4	5	6	7
A	0-5 years	69-1		71-1	73-1	75-1	13-1	15-1	17-1	19-1
B	6-15 years	2		2	2	2	2	2	2	2
C	16-19 years	3		3	3	3	3	3	3	3
D	20-24 years	4		4	4	4	4	4	4	4
E	25-34 years	5		5	5	5	5	5	5	5
F	35-44 years	6		6	6	6	6	6	6	6
G	45-54 years	7		7	7	7	7	7	7	7
H	55-64 years	8		8	8	8	8	8	8	8
I	65-74 years	9		9	9	9	9	9	9	9
J	75 years or over	0		0	0	0	0	0	0	0
SEX			5-1 6-5							
	Male	70-1		72-1	74-1	76-1	14-1	16-1	18-1	20-1
	Female	2		2	2	2	2	2	2	2

22. HAND CARD 10. Which letter best describes the last year of schooling you completed?

A	Some elementary/grade school	21- 1
B	Completed elementary/grade school	2
C	Some high school/secondary school	3
D	Completed high school/secondary school	4
E	Technical or vocational school/ Community College/CEGEP	5
F	Some University	6
G	Completed University	7
H	Post Graduate courses/degree	8

23. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CHECK BOX)

______________________ IN ______________________ 22-
(TYPE OF JOB) (TYPE OF COMPANY)

[] RETIRED

24. Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME:

ADDRESS:

CITY/TOWN: PROVINCE/STATE:

POSTAL/ZIP CODE: 23-

IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

AREA CODE TELEPHONE NUMBER

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		
Other (SPECIFY)			

IF RESPONDENT IS PASS-THROUGH (Q.8 TO 11), DO NOT GIVE MAILBACK. SAY:

Thank you very much for your co-operation. In appreciation we would like you to have this Alberta souvenir.

IF RESPONDENT IS VISITOR (Q.12 TO 20), SAY:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us.

The envelope provided is already addressed and stamped for your convenience. Your answers will help to improve park services and facilities in the future.

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

31/34

CARD 1

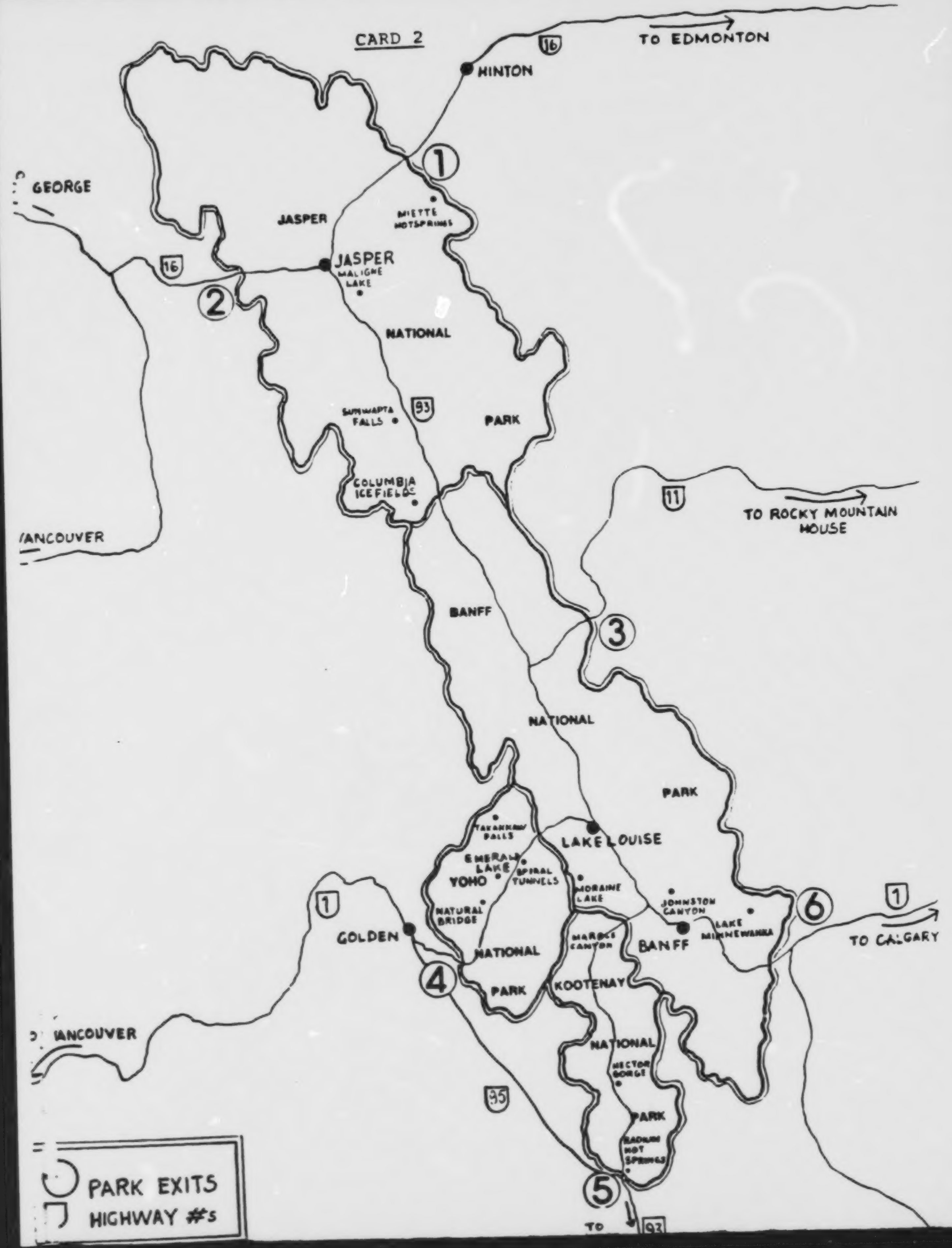
(Q.2-A)

2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY

3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS

4 COMMUTING TO OR FROM WORK OR SCHOOL

5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS


CARD 2
TO EDMONTON
16
HINTON
1
GEORGE
JASPER
MIETTE HOTSPRINGS
JASPER
MALIGNE LAKE
16
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
11
TO ROCKY MOUNTAIN HOUSE
VANCOUVER
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
SPIRAL TUNNELS
YOHO
MORAINE LAKE
JOHNSTON CANYON
6
1
NATURAL BRIDGE
1
GOLDEN
MARBLE CANYON
BANFF
LAKE MINNEWANKA
TO CALGARY
NATIONAL
4
PARK
KOOTENAY
VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
5
PARK EXITS
HIGHWAY #s
TO
93

CARD 3

(Q.6-C, Q.12-A)

BUSINESS:	ATTENDING A SPECIAL MEETING LIKE A CONFERENCE, CONVENTION, SEMINAR OR TRADE SHOW
	OTHER BUSINESS
PERSONAL:	FAMILY AFFAIRS: E.G. VISITING FRIENDS OR RELATIVES, WEDDINGS, FUNERALS, ETC.
	ERRANDS: E.G. SHOPPING, BANKING, DOCTOR, ETC.
PLEASURE:	VACATION
	RECREATIONAL DAY-USE
	VISITING VACATION HOME

CARD 4
(Q.10)

87

ANUARY

	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
	12	13	14	15	16	17
	19	20	21	22	23	24
	26	27	28	29	30	31

EBRUARY

	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
	16	17	18	19	20	21
	23	24	25	26	27	28

ARCH

	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
	23	24	25	26	27	28
	30	31				

PRIL

	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
	13	14	15	16	17	18
	20	21	22	23	24	25
	27	28	29	30		

AY

	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
	18	19	20	21	22	23
	25	26	27	28	29	30

UNE

	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
	15	16	17	18	19	20
	22	23	24	25	26	27
	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1988

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CARD 5

(Q.13-B)

1. HOTEL, MOTEL, RESORT OR LODGE
2. COMMERCIAL COTTAGE OR CABIN
3. BED AND BREAKFAST ESTABLISHMENT
4. YOUTH HOSTEL
5. CAMPSITE OR TRAILER PARK
6. BACK COUNTRY CAMPING
7. WITH FRIENDS OR RELATIVES OR AT YOUR OWN VACATION HOME

CARD 6
(Q.14-B)

TRANSPORTATION:

BY AIR

BY TRAIN

BY BUS

BY BOAT

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS, OR LIFT TICKETS, ETC.

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS)

AUTO RENTAL (PICKED UP ELSEWHERE)

CARD 7

(Q.17-A)

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS OR LIFT TICKETS

NONE OF THESE

CARD 8

(Q.18-A)

LODGING IN THE PARKS, EXCLUDING CAMPING OR TRAILER PARK

CAMPING FEES

FOOD AND BEVERAGES BOUGHT IN RESTAURANTS, HOTELS OR BARS IN THE PARKS

GROCERIES & BEVERAGES BOUGHT IN STORES IN THE PARKS

VEHICLE GAS & OIL, MAINTENANCE OR REPAIRS BOUGHT FROM STATIONS WITHIN THE PARKS

TRANSPORTATION WITHIN THE PARKS, INCLUDING SHUTTLE BUSES, TAXIS, ETC.

AUTO RENTAL FOR VEHICLES PICKED UP IN THE PARKS

RECREATION & ENTERTAINMENT INCLUDING TOURS, TICKETS, EQUIPMENT RENTALS, ETC.

CONFERENCE OR CONVENTION REGISTRATION FEES

PARK ENTRANCE FEES/LICENCE FEES

RETAIL STORE PURCHASES, SUCH AS SOUVENIRS, EQUIPMENT, FILM, CLOTHING, ETC.

CARD FOR Q.20

1 I VISITED THE PARKS BECAUSE I WAS IN THE AREA TO HELP STAGE, COVER OR PARTICIPATE IN OLYMPIC EVENTS

2 THINGS I SAW OR HEARD ABOUT IN CONNECTION WITH THE OLYMPICS MADE ME WANT TO VISIT THE PARKS

3 I HAD TO RESCHEDULE MY PLANS TO VISIT THE PARKS BECAUSE OF THE OLYMPICS

OR 4 THE OLYMPICS HAD NOTHING TO DO WITH MY DECISION TO VISIT THE PARKS

CARD 9

(Q.21)

A	0-5 YEARS
B	6-15 YEARS
C	16-19 YEARS
D	20-24 YEARS
E	25-34 YEARS
F	35-44 YEARS
G	45-54 YEARS
H	55-64 YEARS
I	65-74 YEARS
J	75 YEARS OR OVER

CARD 10

(Q.22)

A Some elementary or grade school

B Completed elementary or grade school

C Some high school or secondary school

D Completed high school or secondary school

E Technical or vocational school, Community College or CEGEP

F Some University

G Completed University

H Post Graduate courses or degree

WINTER ROADSIDE QUESTIONNAIRE AND SHOW CARDS

Ruston/Tomany & Associates Ltd. R/T 19151
5-6
6-1
7-1
8/

Roadside Screener
WINTER

Location:____________________ Start:_______________ A.M. P.M. 13- 14-
Date:____________________ Finish:_______________ A.M. P.M.
Day Month 15-
Interviewer:____________________________________ 18-

INTRODUCTION: Hello, my name is ____________________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 19-

1. RECORD NUMBER OF PEOPLE IN VEHICLE IN THE TWO AGE GROUPS. IF YOU CANNOT COMPLETE THIS BY OBSERVATION, ASK THE DRIVER TO TELL YOU HOW MANY PEOPLE IN THE VEHICLE ARE:

16 YEARS OR OVER __________ (WRITE IN) UNDER 16 YEARS __________ (WRITE IN) 20- 21- 22- 23-

(HAND CARD 1)

2-a) Does anyone in this vehicle, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in this vehicle. RECORD BELOW.

NONE	24- 1	SKIP TO Q.3
On a sales/service call/pick-up/delivery	2	TERMINATE AND SAVE SCREENER
Member of a work crew/employee in Parks	3	
Commuting to or from work or school	4	
Permanent/seasonal resident in Parks	5	

-b) Is everyone in this vehicle a permanent/seasonal resident in the parks?

Yes 25- 1 TERMINATE AND SAVE SCREENER

No 2

-c) How many people in this vehicle who are 16 years of age or older are permanent/seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ _______________ (WRITE IN) 26- 27-

None 00

-d) And how many people in this vehicle who are under 16 years of age are permanent/seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 _______________ (WRITE IN) 28- 29-

None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN VEHICLE 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN VEHICLE 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your vehicle. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY:________________
AND ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON.

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time	30-1
Plan to return	2 THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 31- 1 SAVE SCREENER

32\45

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY).

46-
47-
48-

____________ ____________ ____________
CITY OR TOWN PROVINCE OR STATE COUNTRY

(HAND CARD 2 AGAIN) 49/53

6. CIRCLE CODE 2 BESIDE THE PARK RESPONDENT IS EXITING FROM AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK:
Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

	NO	YES
Banff National Park	54- 1	2
Jasper National Park	55- 1	2
Yoho National Park	56- 1	2
Kootenay National Park	57- 1	2

7-a) FOR EACH PARK ENTERED IN Q. 6), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58-1	59-1	60-1	61-1
No	2	2	2	2

7-b) FOR EACH PARK ENTERED IN Q.6), ASK:

While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	**Jasper**	**Yoho**	**Kootenay**
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF NO TIME SPENT IN ANY PARK (NO CODE 1 CIRCLED) SKIP TO Q.10, RECORD NAME AND ADDRESS AND HAND OUT PASS-THROUGH QUESTIONNAIRE

66/80

8-a) In which of the parks, if any, did you spend any nights? Did you spend any nights in...(READ EACH PARK ENTERED. RECORD UNDER -a) BELOW)?

-b) Any how many nights in total did you spend in...(READ EACH PARK IN WHICH NIGHTS SPENT. WRITE IN UNDER -b) BELOW)

5-6
6-2

	-a) SPENT NIGHTS	-a) NO NIGHTS SPENT	-b) NUMBER OF NIGHTS SPENT	
Banff National Park	1	2	____________	11-
Jasper National Park	1	2	____________	15-
Yoho National Park	1	2	____________	19-
Kootenay National Park	1	2	____________	23-
NO NIGHTS SPENT IN PARKS	1			

9-a) And now could you please give me your best estimate of the total amount spent within the National Parks by everyone in the vehicle? Please include all expenditures made by cash, cheque, traveller's cheque and credit card. (WRITE IN AMOUNT BELOW). And what currency is that? (WRITE IN CURRENCY BELOW).

TOTAL ESTIMATE ____________________ IN ____________________ 27-
AMOUNT CURRENCY

-b) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No	31-1
Yes	2

NOW RECORD NAME AND ADDRESS AND HAND OUT VISITOR QUESTIONNAIRE.

10-a) Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME:______________________________________

ADDRESS: ______________________________________

CITY/TOWN: __________________ PROVINCE/STATE:__________

POSTAL/ZIP CODE:______________________________________

32-

-b) IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

____________________	____________________
AREA CODE	TELEPHONE NUMBER

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	38-1		
Light Truck/Pick-up	2	Tent Trailer	39-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		
Other (SPECIFY)________________			

READ:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us. (HAND OUT PASS-THROUGH OR VISITOR QUESTIONNAIRE AND MAILBACK AS APPROPRIATE.)

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

WINTER
Ruston/Tomany & Associates Ltd. R/T 19151
5-6

6-5
7-1

National Parks Visitor Survey
(Pass-Through, Interviewer Administered)

11/

1. How many nights, if any, will you be away from home on this entire trip?

Same day trip/no nights away	000	
Number of nights away from home	______________ (WRITE IN)	12-

2. (HAND CARD 2 AGAIN)

Please look at the map of the four parks again. Please indicate where you entered the National Parks for the first time on this trip away from home. CIRCLE ONE ANSWER BELOW, USING CODE NUMBERS FOR PARK GATES SHOWN ON MAP.

Code 1	(HWY 16 - EAST GATE)	1	15-
Code 2	(HWY 16 - WEST GATE)	2	
Code 3	(HWY 11 - EAST GATE)	3	
Code 4	(HWY 1 - WEST GATE)	4	
Code 5	(HWY 93 - WEST GATE)	5	
Code 6	(HWY 1 - EAST GATE)	6	
CAN'T REMEMBER		9	

3. (HAND CARD 4)

On what date did you first enter the National Parks on this trip? This calendar may help you recall. (RECORD DATE BELOW).

16-
______________ ______________ ______________ 17-
DAY MONTH YEAR
18-
19-

4. And was that...(READ LIST)? 20-
21-

	Between 6 a.m. and 12 noon	1	22-
	From noon to six o'clock p.m.	2	
	Between 6 p.m. and midnight	3	
or	From midnight to 6 a.m.	4	
	CAN'T REMEMBER	9	

5. (HAND CARD 9)

Please tell me the age and sex of everyone in the vehicle, starting with yourself and continuing from oldest to youngest.

AGE		SEX		
		MALE	FEMALE	
________ years	(RESPONDENT)	1	2	23-
________ years		1	2	25-
________ years		1	2	27-
________ years		1	2	29-
________ years		1	2	31-
________ years		1	2	33-
________ years		1	2	35-
________ years		1	2	37-

6. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX AND ASK WHAT TYPE OF JOB AND COMPANY RESPONDENT HAS RETIRED FROM).

____________________________ IN ____________________________ 39-

(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

CHECK TO BE SURE YOU HAVE FILLED OUT NAME, ADDRESS, PHONE NUMBER AND VEHICLE TYPE ON PAGE 4 OF SCREENER. THEN SAY:

Thank you very much for completing this questionnaire. In appreciation for your cooperation we would like you to have this Alberta souvenir.

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

Dear Visitor:

Ruston/Tomany & Associates, a market research firm, is conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks - Banff, Jasper, Yoho and Kootenay. The information from this study will be used to help plan the future of the Parks.

Could you please take a few moments to complete the two attached questionnaires and return them to us in the postage-paid envelope provided.

It is important that only one member of your travel party completes the questionnaires. That person is the one who was selected to be interviewed when you were in the Parks.

Please mail the completed questionnaires today -- either when you arrive home or when you stop for the night. Postage is already paid so you do not have to put stamps on the envelope if it is mailed in Canada or the U.S.

Finally, I would like to thank you for your co-operation and hope that you had a very enjoyable visit to the Parks.

Yours sincerely,

Denis Tomany
President

DT/is

WINTER
Ruston/Tomany & Associates Ltd. R/T 19151
5-6
6-2
7-1

National Parks Visitor Survey
(Visitor)

THIS QUESTIONNAIRE IS TO BE COMPLETED BY THE SAME PERSON IN THE TRAVEL PARTY WHO WAS SELECTED TO ANSWER THE INTERVIEWER'S QUESTIONS IN THE PARK. THAT PERSON IS ______________________________ (NAME).

For most of the following questions, you will be provided with several choices with a number next to each one. Please just circle the number beside the answer you choose. For example: My favourite colour is...

Red [✓ 1]

Green 2

Blue 3

Yellow 4

1-a) What is the furthest place from home you have visited or will visit on this trip?

40-
41-
______________ ______________ ______________
CITY OR TOWN PROVINCE OR STATE COUNTRY 42-

-b) Was the National Park System the main destination of your trip?

Yes 1 43-

No 2

2-a) Which one of the descriptions listed below best describes the main purpose of your entire trip? CIRCLE ONE ONLY UNDER Q.2-a) BELOW.

-b) Which one of the descriptions listed below best describes the main purpose of your trip to the National Parks? CIRCLE ONE ONLY UNDER Q.2-b) BELOW.

		-a) Main Purpose Of Entire Trip	-b) Main Purpose Of National Parks Portion Of Trip	
Business:	Attending a special meeting like a conference, convention, seminar or trade show	1	1	44- 45-
	Other Business	2	2	
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3	3	
	Errands: e.g. shopping, banking, doctor, etc.	4	4	
Pleasure:	Vacationing	5	5	
	Recreational day-use	6	6	
	Visiting vacation home	7	7	
Just passing through			8	
Other Purpose (SPECIFY)		____________	____________	

3. How many nights, if any, will you be away from home on this entire trip?

NUMBER OF NIGHTS (ENTIRE TRIP) ______________ IF NO NIGHTS AWAY PLEASE GO TO Q.6. 46- 47- 48-

WRITE IN

4. And how many nights in total, did you spend in the National Parks since leaving home on this trip?

NUMBER OF NIGHTS IN THE PARKS ______________ IF NO NIGHTS IN PARKS GO TO Q.6 49- 50- 51-

WRITE IN

IF YOU STAYED OVERNIGHT IN THE PARKS, PLEASE ANSWER Q.5.

5. We are interested in the overnight accommodations you used in the Parks. For each overnight stop you made at a different accommodation in the Parks, please write in the name and the location of the accommodation, the type of accommodation it was and the number of nights you stayed there.

Legend - TYPE OF ACCOMMODATION

1) Hotel/Motel/Resort/Lodge
2) Commercial cottage/cabin
3) Bed and breakfast
4) Youth Hostel
5) Campsite/trailer park
6) Back country camping
7) Friends/relatives/own vacation home

OVER-NIGHT STOP	NAMES AND LOCATIONS OF ACCOMMODATION (WRITE IN BELOW)	TYPES OF ACCOMMODATION (REFER TO LEGEND TO CIRCLE THE APPROPRIATE NUMBER BELOW)	NUMBER OF NIGHTS STAYED THERE (WRITE IN NUMBER)
FIRST:	52-______________	1 2 3 4 5 6 7 8	______________
SECOND:	58-______________	1 2 3 4 5 6 7 8	______________
THIRD:	64-______________	1 2 3 4 5 6 7 8	______________
FOURTH:	70-______________	1 2 3 4 5 6 7 8	______________ 76/BC 5-6 6-3
FIFTH:	11-______________	1 2 3 4 5 6 7 8	______________
SIXTH:	17-______________	1 2 3 4 5 6 7 8	______________
SEVENTH:	23-______________	1 2 3 4 5 6 7 8	______________
EIGHTH:	29-______________	1 2 3 4 5 6 7 8	______________

6. Were any of your expenses for this trip to the Parks paid for before you entered the National Parks?

No 1 PLEASE GO TO Q.10 35-

Yes 2

IF YOU PRE-PAID ANY EXPENSES FOR THIS TRIP TO THE PARKS, PLEASE ANSWER Q.7.

7-a) Please indicate below the items which you prepaid before you entered the Parks. (CIRCLE APPROPRIATE NUMBER UNDER COLUMN a).

-b) For each item prepaid indicate whether it was part of a package (i.e. 2 or more items purchased together) or was prepaid separately. (CIRCLE APPROPRIATE NUMBERS UNDER COLUMN -b).

-c) For each item prepaid separately (not part of a package), please write in the total amount paid. WRITE IN THE AMOUNT AND THE CURRENCY (E.G. FRANC, DEUTSCHMARK, YEN, U.S. DOLLARS, CANADIAN DOLLARS, ETC.).

	-a)	-b)		-c) FOR ITEMS PAID SEPARATELY ONLY RECORD		36- 37- 38-
	ITEMS PREPAID	PACKAGE	SEPA-RATELY	AMOUNT	CURRENCY	
Accommodation	1	1	1	$______	________	39-
Food/beverages	2	2	2	$______	________	43-
Entertainment, activities, sightseeing tours, lift tickets (excluding season lift passes)	3	3	3	$______	________	47-
Auto rental picked up in the Parks	4	4	4	$______	________	51-
Auto rental picked up outside the Parks	5	5	5	$______	________	55-
Transportation	6	6	6	$______	________	59-
None of these	9 PLEASE GO TO Q.10					

IF YOU PREPAID ITEMS AS PART OF A PACKAGE PLEASE ANSWER QUESTION 8. OTHERWISE GO TO QUESTION 9.

8-a) What was the total amount paid for all people in your vehicle for the prepaid package? WRITE IN AMOUNT AND CURRENCY.

$________________ AMOUNT ________________ CURRENCY 63-

-b) How many nights in total were included in your prepaid package and how many of those nights were spent in the Parks? 67-

________________ NIGHTS IN TOTAL ________________ NIGHTS SPENT IN PARK 70-

-c) If transportation was included in your prepaid package, please write in where you first boarded this transportation. 73- 74- 75-

________________ (NEAREST) CITY/TOWN ________________ PROVINCE/STATE ________________ COUNTRY

IF YOU PREPAID ACCOMMODATION SEPARATELY (NOT AS PART OF A PACKAGE), PLEASE ANSWER QUESTION 9. OTHERWISE GO TO QUESTION 10.

9. How many nights in total did this prepaid accommodation cover and how many of those nights were spent in the Parks? 76- 79-

________________ TOTAL NIGHTS PREPAID ________________ NIGHTS IN PARK

80/

5-6
6-4

10-a) For each expenditure category listed below, please indicate the total amount spent within the Parks by everyone in the vehicle during the entire visit in the Parks. Include all purchases made by cash, credit card, traveller's cheque and cheque. However, do not include any prepaid expenses listed in the previous questions.

How much was spent by everyone in the vehicle for...? RECORD AMOUNT IN CANADIAN DOLLARS FOR EACH CATEGORY LISTED BELOW. IF YOU DON'T KNOW AMOUNT IN CANADIAN CURRENCY, WRITE IN AMOUNT AND SPECIFY THE CURRENCY IN THE SPACE PROVIDED.

	IF NONE CHECK BOX	AMOUNT IN CANADIAN $	OTHER CURRENCY (PLEASE SPECIFY CURRENCY AMOUNT AND TYPE)	11- 12-
Lodging in the Parks, excluding camping/trailer park	☐	$________	__________	13-
Camping fees	☐	$________	__________	17-
Food and beverages bought in Restaurants or hotels or bars in the Parks	☐	$________	__________	21-
Groceries & Beverages bought in stores in the Parks	☐	$________	__________	25-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Park	☐	$____________________		29-
Transportation within the Parks including shuttlebuses, taxis, etc.	☐	$________	__________	33-
Auto Rental for vehicles picked up in the Parks	☐	$________	__________	37-
Recreation & Entertainment including tours, lift tickets, equipment rentals, etc., bought in the Parks	☐	$________	__________	41-
Conference or convention registration fees in the Parks	☐	$________	__________	45-
Park entrance fees/licence fees	☐	$________	__________	49-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc., bought in Parks	☐	$________	__________	53-
Approximate Total		$________	__________	56- 60-

-b) Did any member of your party use a season lift pass today?

YES 1

NO 2

-c) For each person who used a season pass, please indicate the total price paid for that pass and the number of days the pass was used on this trip.

	PRICE	NUMBER OF DAYS USED ON THIS TRIP
Person 1	$__________	______________
Person 2	$__________	______________
Person 3	$__________	______________
Person 4	$__________	______________
Person 5	$__________	______________

11-a) Please write in your own words what attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip?

____ 61-

____ 62-

____ 63-

____

____

____

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as...? (CIRCLE ONE ANSWER).

	Excellent	1	64-
	Very Good	2	
	Good	3	
	Fair	4	
or	Poor	5	

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (WRITE IN BELOW)

____ 65-

____ 66-

____ 67-

____

____

____

12. Which of the following statements best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip? (CIRCLE ONE ANSWER).

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	1	68-
	I visited the Parks because I was in the area to watch Olympic events	2	
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	3	
	I had to reschedule my plans to visit the Parks because of the Olympics	4	
OR	The Olympics had nothing to do with my decision to visit the Parks	5	

69/80

5-6
6-5
7-1

13. Please record the age and sex of everyone in this vehicle, including yourself. Write in your own age and sex on the first line.

11/22

	AGE		SEX		
			MALE	FEMALE	
You:	__________	years	1	2	23-
	__________	years	1	2	25-
	__________	years	1	2	27-
	__________	years	1	2	29-
	__________	years	1	2	31-
	__________	years	1	2	33-
	__________	years	1	2	35-
	__________	years	1	2	37-

14. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX AND WRITE IN TYPE OF JOB AND COMPANY YOU HAVE RETIRED FROM).

______________________________ IN ______________________________ 39-
(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

Thank you very much for completing this questionnaire. Please now complete the second questionnaire about what you did in the Parks and your opinions on the Parks and their facilities. When you have completed both questionnaires, please put them in the envelope provided.

PLEASE MAIL THESE QUESTIONNAIRES TODAY.

POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.

CARD 1

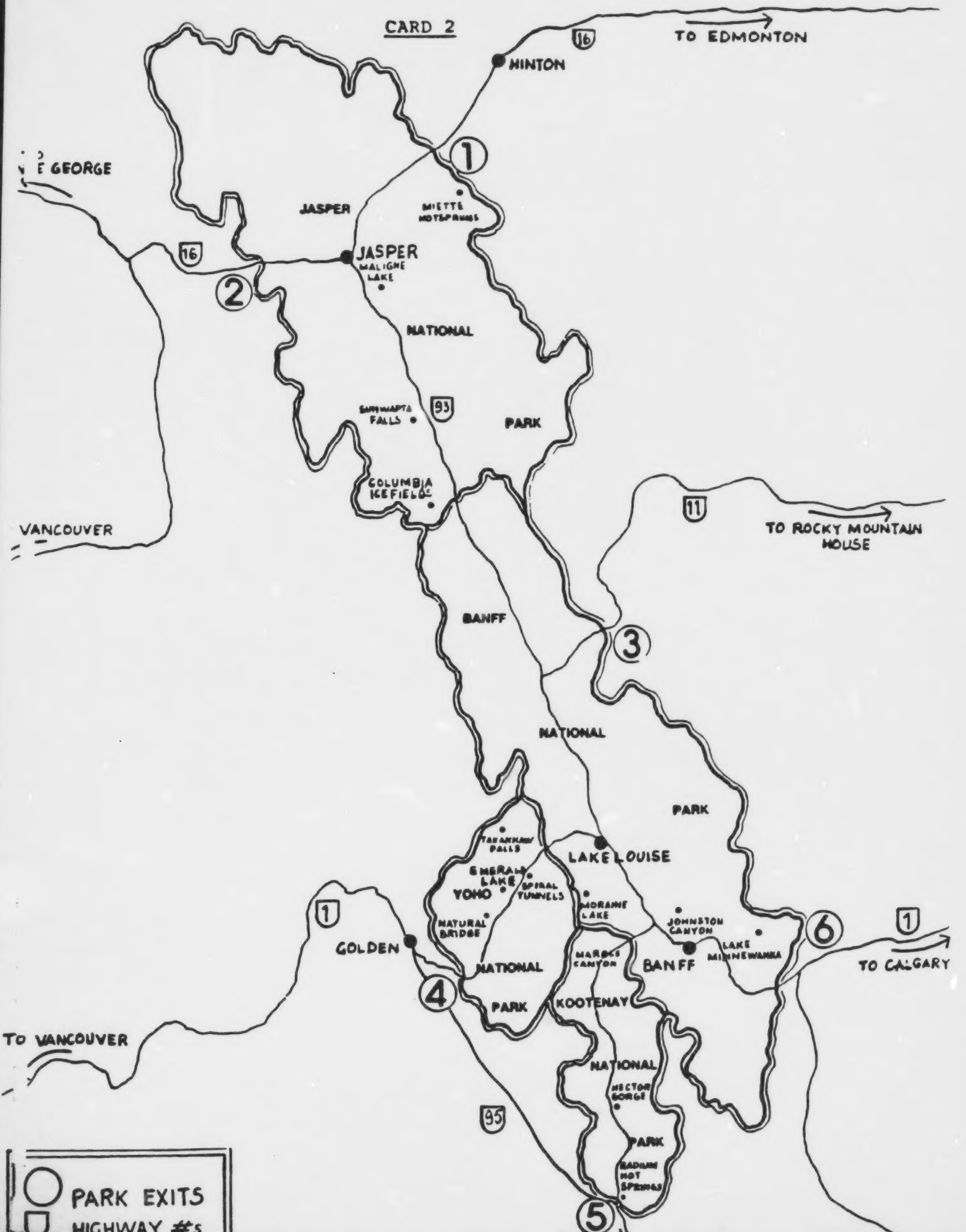
(Q.2-A)

2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY

3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS

4 COMMUTING TO OR FROM WORK OR SCHOOL

5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS


CARD 2
TO EDMONTON
16
HINTON
1
E GEORGE
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
VANCOUVER
11
TO ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
1
MORAINE LAKE
JOHNSTON CANYON
6
1
NATURAL BRIDGE
GOLDEN
MARBLE CANYON
BANFF
LAKE MINNEWANKA
TO CALGARY
NATIONAL
4
PARK
KOOTENAY
TO VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
5
PARK EXITS
HIGHWAY #s

CARD 4

(Q.10)

1987

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1988

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CARD 9

(Q.21)

A 0-5 YEARS

B 6-15 YEARS

C 16-19 YEARS

D 20-24 YEARS

E 25-34 YEARS

F 35-44 YEARS

G 45-54 YEARS

H 55-64 YEARS

I 65-74 YEARS

J 75 YEARS OR OVER

ATTITUDINAL MAILBACK QUESTIONNAIRE

Distributed To All Parks Visitors
In All Modes For Self-Completion

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany
& Associates Ltd.

Dear Respondent:

Thank you for taking the time to take part in the National Parks Visitor Survey. This mailback questionnaire will provide us with the additional information we require to get a complete and accurate record of your Park visit. The information you provide will be used to better the National Parks.

Your answers are extremely important, so please complete the questionnaire and return it in the stamped envelope provided.

Yours sincerely,

Denis Tomany
President

DT/ss

NATIONAL PARKS VISITOR SURVEY

Ruston/Tomany & Associates Ltd. R/T 19151

5-5

THIS QUESTIONNAIRE IS TO BE COMPLETED BY THE SAME PERSON IN THE TRAVEL PARTY WHO WAS SELECTED TO ANSWER THE INTERVIEWER'S QUESTIONS IN THE PARK. THAT PERSON IS_________________________________.
NAME

6-1

7-1

A FEW INSTRUCTIONS BEFORE YOU BEGIN

Most questions are multiple choice, with a number next to each of the possible answers. To show your answer, just draw a circle around the number next to the answer that applies.

For example:

My favorite colour is...

Blue	1
Green	2
Red	[✓ 3]
Yellow	4

If more than one answer applies, then circle all appropriate numbers.

A few questions have blank spaces instead of answer numbers. Just complete these in your own words.

IF YOU ONLY SPENT TIME IN YOHO OR KOOTENAY NATIONAL PARKS, PLEASE SKIP TO Q.10 ON PAGE 10. EVERYONE ELSE PLEASE COMPLETE THE ENTIRE QUESTIONNAIRE.

1. In the list below, please circle all the activities and programs in which you participated on this trip to Banff and/or Jasper National Parks. Please do not include activities or programs you participated in only in Yoho or Kootenay National parks. (REFER TO THE MAP AND CIRCLE AS MANY ITEMS AS APPLY).

Sightseeing by car	01
Sightseeing by bus	02
Viewing Wildlife	03
Birdwatching	04
Picnicking	05
Photography	06
Mountain Climbing	07
Ice Climbing	08
Jogging/Running	09
Hiking/Backpacking With Your Own Group Or By Yourself	10
Hiking With A Park Naturalist	11
Attending Park Interpretive Or Educational Programs	12
Attending Course At Banff Centre	13
Scientific Study And Research	14
Fishing	15
Swimming	16
Scuba Diving/Snorkelling	17
Scenic Boat Tours	18
Other Boating/Canoeing/Kayaking/Sailing	19
River Rafting	20
Sailboarding/Windsurfing	21
Horseback/Trail-riding	22
Horsedrawn Carriage Ride	23
Bicycling	24
Golfing	25
Tennis	26
Shopping	27
Attending Movies	28
Attending Banff Festival Of The Arts	29
Attending Other Live Theatre/Concerts/Art Exhibits	30
Visiting Museums/Historical Displays/Sites	31
Attending Sporting Events	32
Attending Other Festivals/Events	33
Downhill Skiing	34
Cross Country Skiing	35
Skating	36
Snowshoeing	37
Horsedrawn Sleigh Rides	38
Dog Sledding	39
Columbia Icefield Snocoach	40
Resting/Relaxing	41
Visit Visitor Information Centre	42

Any Other Activities

(PLEASE WRITE IN)

____

____

Did Not Participate In Any Activities Or Programs	49

18-

2. Which of the attractions listed here did you personally visit in the Banff/Jasper Parks while on this trip?

NATIONAL PARK ATTRACTIONS

TOWNSITES

Banff	01
Jasper	02
Lake Louise	03

LAKES IN BANFF

Bow Lake	04
Hector Lake	05
Lake Louise	06
Lake Minnewanka	07
Moraine Lake	08
Peyto Lake	09
Vermilion Lakes	10
Other Lake(s) In Banff	11
Lake(s) In Banff But Don't Know Name(s)	12

LAKES IN JASPER

Lake Edith And Annette or Lac Beauvert	13
Maligne Lake	14
Medicine Lake ("Disappearing Lake")	15
Patricia And Pyramid Lakes	16
Jasper or Talbot Lakes	17
Other Lake(s) In Jasper	18
Lake(s) In Jasper But Don't Know Name(s)	19

FALLS/SPRINGS IN BANFF

Bow Falls	20
Upper Hot Springs Pool	21
Cave And Basin Hot Springs And Centennial Centre	22
Other Falls/Springs In Banff	23
Falls/Springs In Banff But Don't Know Name(s)	24

FALLS/SPRINGS IN JASPER

Athabasca Falls	25
Miette Hot Springs	26
Punchbowl Falls	27
Sunwapta Falls	28
Other Falls/Springs In Jasper	29
Falls/Springs In Jasper But Don't Know Name(s)	30

GLACIERS/ICEFIELDS IN BANFF AND JASPER

Athabasca Glacier	31
Columbia Icefield	32
Stutfield Glacier	33
Crowfoot Glacier	34
Dome Glacier	35
Other Glaciers/Icefields In Banff And Jasper	36

OTHER NATURAL ATTRACTIONS IN BANFF

Cascade Garden (Banff National Park Building)	37
Castle Mountain	38
Hoodoos (Rock Spires)	39
Johnston Canyon	40
Saskatchewan River Crossing	41
Skoki Valley	42
Egypt Lake Area	43

OTHER NATURAL ATTRACTIONS IN JASPER

Goat Lookout	44
Maligne Canyon/Valley	45
Mount Edith Cavell	46
Valley Of The Five Lakes	47
Tonquin Valley	48
Skyline Trail	49

MUSEUMS/CENTRES IN BANFF

Banff Centre For Fine Arts	50
Banff National Park Museum (Wildlife Displays)	51
Luxton Museum (Indian Culture)	52
Natural History Museum (Geological)	53
Walter J. Phillips Art Gallery	54
Whyte Museum Of The Canadian Rockies (Art Displays)	55
Museums/Centres In Banff But Don't Know Name(s)	56

MUSEUMS/CENTRES/IN JASPER

Columbia Icefield Centre	57
The Den Wildlife Museum	58

22-

HISTORICAL SITES IN BANFF AND JASPER

Bankhead Coal Mine Ghost Town (Banff)	59
Silver City Plaque (Banff)	60
Banff Springs Hotel	61
Old Fort Point Cairn (Jasper)	62
Buffalo Paddock In Banff	63

GONDOLA LIFTS IN BANFF

Lake Louise Gondola Lift	64
Mount Norquay Scenic Lift	65
Sulphur Mountain Gondola Lift	66
Sunshine Village And Gondola	67

GONDOLA LIFTS IN JASPER

Jasper Tramway On Whistler's Mountain	68

SKI RESORTS IN BANFF

Lake Louise	69
Mount Norquay	70
Sunshine Village	71

SKI RESORTS IN JASPER

Marmot Basin	72

31-

3-a) While you were in the Parks, did you take a bus sightseeing tour of either Banff or Jasper National Park which originated in the Parks? (PLEASE CIRCLE ONE NUMBER ONLY)

No	1
Yes	2

IF YES

-b) Was that an overnight tour of the Park or was it a tour which began and ended on the same day? (PLEASE CIRCLE ONE NUMBER ONLY).

Overnight tour	1
Same day tour	2

4-a) What are some of the things you liked about the time you spent in Banff or Jasper National Parks? (PLEASE WRITE IN)

____

____

____

____

-b) What are some of the things you didn't like about the time you spent in Banff or Jasper National Parks? (PLEASE WRITE IN)

____

____

____

____

ANSWER QUESTION 5 IF YOU SPENT TIME IN BANFF NATIONAL PARK

5-a) Please indicate your level of satisfaction with Banff National Park on the following attributes, using a scale from one to seven, where one is very dissatisfied and seven is very satisfied. The more satisfied you were with the Park on the attributes shown, the higher the number you would choose, the less satisfied you were, the lower the number you would choose. CIRCLE ONE NUMBER FOR EACH STATEMENT.

	Very Dissatisfied			Neither Satisfied/ Dissatisfied			Very Satisfied	No Opinion/ Does Not Apply
1. Availability of suitable accommodation	1	2	3	4	5	6	7	9
2. Choice of restaurants/food and beverage services for you	1	2	3	4	5	6	7	9
3. Nightlife, theatre and entertainment	1	2	3	4	5	6	7	9
4. Public washroom facilities	1	2	3	4	5	6	7	9
5. Quality of food/ beverage	1	2	3	4	5	6	7	9
6. Comfort and cleanliness of accommodation	1	2	3	4	5	6	7	9
7. Shopping opportunities	1	2	3	4	5	6	7	9
8. Quality of camping	1	2	3	4	5	6	7	9
9. Quality of service	1	2	3	4	5	6	7	9
10. Wilderness protection and nature conservation	1	2	3	4	5	6	7	9
11. Friendliness, courtesy and hospitality of people working there	1	2	3	4	5	6	7	9
12 Overall cost	1	2	3	4	5	6	7	9

-b) In your opinon what, if anything, is special about Banff National Park which makes it different from other parks you have visited? WRITE IN BELOW.

54-

ANSWER QUESTION 6 IF YOU SPENT TIME IN JASPER NATIONAL PARK

6-a) Please indicate your level of satisfaction with Jasper National Park on the following attributes, using a scale from one to seven, where one is very dissatisfied and seven is very satisfied. The more satisfied you were with the Park on the attributes shown, the higher the number you would choose, the less satisfied you were, the lower the number you would choose. CIRCLE ONE NUMBER FOR EACH STATEMENT.

	Very Dissatisfied			Neither Satisfied/ Dissatisfied			Very Satisfied	No Opinion/ Does Not Apply
1. Availability of suitable accommodation	1	2	3	4	5	6	7	9
2. Choice of restaurants/food and beverage services for you	1	2	3	4	5	6	7	9
3. Nightlife, theatre and entertainment	1	2	3	4	5	6	7	9
4. Public washroom facilities	1	2	3	4	5	6	7	9
5. Quality of food/ beverage	1	2	3	4	5	6	7	9
6. Comfort and cleanliness of accommodation	1	2	3	4	5	6	7	9
7. Shopping opportunities	1	2	3	4	5	6	7	9
8. Quality of camping	1	2	3	4	5	6	7	9
9. Quality of service	1	2	3	4	5	6	7	9
10. Wilderness protection and nature conservation	1	2	3	4	5	6	7	9
11. Friendliness, courtesy and hospitality of people working there	1	2	3	4	5	6	7	9
12. Overall cost	1	2	3	4	5	6	7	9

-b) In your opinon what, if anything, is special about Jasper National Park which makes it different from other parks you have visited? WRITE IN BELOW.

____

____

____

7. Excluding this visit, in what year was your last visit to Banff or Jasper National Park? WRITE IN BELOW OR CHECK BOX.

____
YEAR

☐ NEVER VISITED BEFORE THIS TIME

8. Please indicate on the list below, what sources of information were used to plan your trip to Banff/Jasper National Parks. (PLEASE CIRCLE AS MANY AS APPLY).

I received literature or information before leaving on this trip from...

Travel Alberta	01
Tourism Canada	02
Parks Canada	03
British Columbia	04
Canadian Government Office Outside Canada (example: embassy,consulate, trade or tourist office)	05
I received information from an information centre while on the trip	06
I received information at a travel show	07
I consulted a travel agency and...	
Was provided with literature	08
Was provided with other information	09
I saw a T.V. advertisement	10
I saw any other type of advertisement	11
I saw a travel article	12
I saw a travel film	13
I read a travel book	14
Advice of friends or relatives	15
My own previous experience	16
DIDN'T USE ANY INFORMATION SOURCES	17

73-

9. When did you make the final decision to visit the Banff/Jasper National Parks System? Please circle the number beside the month and write in the year in the space provided.

MONTH				**YEAR**
January	01	July	07	____________ (WRITE IN)
February	02	August	08	
March	03	September	09	
April	04	October	10	
May	05	November	11	
June	06	December	12	

5-5

EVERYONE PLEASE ANSWER ALL REMAINING QUESTIONS. 6-2

PLEASE REFER TO THE ENCLOSED MAP TO ANSWER QUESTION 10. 13-

10 Please indicate where you first entered the National Parks on your trip.

Location 1	(HWY 16 - EAST GATE)	1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6

-b) What was the date of this first entry?

______________________ ______________________
Month Day

-c) And about what time of day did you first enter the Parks System?

Between 6 a.m. and 12 noon	1
From noon to six o'clock p.m.	2
Between 6 p.m. and midnight	3
or From midnight to 6 a.m.	4

IF YOU LIVE OUTSIDE CANADA, ANSWER Q.11.

11. At what city, town or border crossing point did you enter Canada on this current trip?

______________________________ ______________________________
CITY/TOWN/BORDER CROSSING PROVINCE

22-

12. Thinking of your entire trip, including the time you spent in the Parks, which one trip type defined below best describes the kind of trip you took?

An outdoors vacation. A vacation in a natural area where you may engage in activities such as camping, fishing, hiking or rafting.	1
A resort vacation. A trip to a resort or resort area where a wide variety of activities, such as beaches, skiing, golfing, tennis and so on, are available close by or on the premises.	2
A close-to-home leisure trip. A trip to a place close to home where you can enjoy activities such as a beach, lake, seashore, or park.	3
A touring vacation. A vacation by car or bus or train through areas of scenic beauty, cultural or general interest.	4
A town or city trip. A trip to a town or city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around and enjoy the city.	5
A visit to friends or relatives. A trip whose primary purpose is to visit and spend time with friends or relatives.	6
A business or convention trip. For instance, attending a meeting, seminar, conference or convention.	7

13. Which category best describes the people who made up your immediate travel party on your trip to the Parks?

A Couple	1
Family/relatives	2
Friends	3
Business Associates	4
School Group	5
Club/Association/Convention Group	6
Senior's Group	7
By Myself	8

Other (SPECIFY) ______________________________

24-

14. Which of the following items of equipment did you have with you on your trip to the Parks? CIRCLE ALL ITEMS OF EQUIPMENT YOU HAD WITH YOU. (IF YOU DID NOT TAKE ANY OF THE LISTED EQUIPMENT WITH YOU, CHECK THIS BOX ☐ AND SKIP TO THE NEXT QUESTION).

Tent	01	Fishing equipment	13
Backpacking equipment	02	Snorkel/scuba equipment	14
Climbing equipment	03	Golf clubs	15
Hiking boots	04	Motorized Golf Cart	16
Field guides	05	Sailboard	17
Still camera	06	Bicycle	18
Movie camera	07	Motorcycle	19
Videotape camera	08	Boat	20
Binoculars/telescope	09	Canoe/Kayak	21
Downhill skis	10	All-Terrain-Vehicle (ATV)	22
Cross country skis	11	Snowmobile	23
Snowshoes	12	Other equipment	24
		(SPECIFY):____________________	
		____________________	

15-a) Now please think about the people in your household, regardless of whether they travelled with you on your trip to the Parks.

How many people, including yourself and any infants, are in your household? (WRITE IN NUMBER)

____

-b) And how many, if any, are under six years old and how many are six to eighteen years old inclusive? (WRITE IN NUMBERS)

NUMBER UNDER SIX YEARS OLD ______________________________

NUMBER 6 TO 18 YEARS INCLUSIVE ______________________________

-c) Is the chief wage earner in the household under 45 years old or 45 years or over? (CHECK ONE BELOW)

Under 45 years 1

45 years or more 2

34-

16-a) Finally, to help us classify the information, would you please indicate which of the following general categories best describes your personal annual income before taxes and other deductions. (CIRCLE ONE NUMBER ONLY AND INDICATE CURRENCY).

Under $10,000	1
$10,000 - $14,999	2
$15,000 - $19,999	3
$20,000 - $29,999	4
$30,000 - $39,999	5
$40,000 - $49,999	6
$50,000 - $59,999	7
$60,000 - $69,999	8
$70,000 - $74,999	9
$75,000 or more	0

CURRENCY (CIRCLE ONE)

Canadian	1
U.S.	2

-b) And would you please indicate which of the following general categories best describes your total household income before taxes and other deductions. (CIRCLE ONE NUMBER ONLY AND INDICATE CURRENCY).

Under 10,000	1
$10,000 - $14,999	2
$15,000 - $19,999	3
$20,000 - $29,999	4
$30,000 - $39,999	5
$40,000 - $49,999	6
$50,000 - $59,999	7
$60,000 - $69,999	8
$70,000 - $74,999	9
$75,000 or more	0

CURRENCY (CIRCLE ONE)

Canadian	1
U.S.	2

38-

Are there any comments you would like to add, either negative or positive about the time you spent in the National Parks?

____

____

____

____

____

____

THANK YOU VERY MUCH FOR YOUR CO-OPERATION.

PLEASE PUT YOUR COMPLETED QUESTIONNAIRE IN THE

ENVELOPE PROVIDED AND MAIL IT BACK TO RUSTON/TOMANY & ASSOCIATES.

THE POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON

THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.

Ruston/Tomany & Associates
111 Elizabeth Street, 4th Floor,
Toronto, Ontario, M5G 1P7 (Canada)

(416) 977-1533

Volume

1

Ruston/Tomany & Associates Ltd

ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

VISITOR USE AND PROFILE SURVEY

Technical Appendix

Section B, Volume 1:
Summer, Fall And Spring Questionnaires

Presented To: Travel Alberta

and

Canada/Alberta Tourism Agreement (CATA)

ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

VISITOR USE AND PROFILE SURVEY

Technical Appendix

Section B, Volume 1:
Summer, Fall And Spring Questionnaires

Presented To: Travel Alberta

and

Canada/Alberta Tourism Agreement (CATA)

Presented By: Ruston/Tomany & Associates, Ltd.

February, 1989

TABLE OF CONTENTS

1. English Questionnaires
2. Foreign Language Questionnaires
3. French
4. German
5. Japanese

ENGLISH LANGUAGE QUESTIONNAIRES

SUMMER, FALL, SPRING

Ruston/Tomany & Associates Lt

ROADSIDE QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151

5-1

Banff 6-1

7-1

Roadside Screener 8-

Location: ________________	Start: ____________	A.M. P.M.	13- 14-
Date: ________________ Day Month	Finish: ____________	A.M. P.M.	15-
Interviewer: ________________			18-

INTRODUCTION: Hello, my name is ________________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 19-

A. Are you presently on your way to exit the Park via the Banff East Gate?

Yes 1

No 2 TERMINATE AND SAVE SCREENER

1. RECORD NUMBER OF PEOPLE IN VEHICLE IN THE TWO AGE GROUPS. IF YOU CANNOT COMPLETE THIS BY OBSERVATION, ASK THE DRIVER TO TELL YOU HOW MANY PEOPLE IN THE VEHICLE ARE:

16 YEARS OR OVER __________ (WRITE IN) UNDER 16 YEARS __________ (WRITE IN) 20- 21- 22- 23-

This screener was used from June 15 to July 20, 1987, at the Banff Park East gate, when interviewing at this exit was conducted at three separate sites. After July 20, interviewing locations were consolidated at one site, and the standard screener was employed.

(HAND CARD 1)

2-a) Does anyone in this vehicle, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in this vehicle. RECORD BELOW.

NONE	24-1	SKIP TO Q.3
On a sales/service call/pick-up/delivery	2	TERMINATE AND SAVE SCREENER
Member of a work crew/employee in Parks	3	
Commuting to or from work or school	4	
Permanent/seasonal resident in Parks	5	

-b) Is everyone in this vehicle a permanent/seasonal resident in the parks?

Yes	25-1	TERMINATE AND SAVE SCREENER
No	2	

-c) How many people in this vehicle who are 16 years of age or older are permanent/seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ ________ (WRITE IN) 26- 27-

None 00

-d) And how many people in this vehicle who are under 16 years of age are permanent/seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 ________ (WRITE IN) 28- 29-

None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN VEHICLE 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN VEHICLE 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your vehicle. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY:________________
AND ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON.

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time	30-1	
Plan to return	2	THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 31-1 SAVE SCREENER

Ruston/Tomany & Associates Ltd. R/T 19151
5-1
Roadside Screener
6-1
7-1
8/

Location:______________________ Start:______________ A.M. 13- P.M. 14-
Date:______________________ Finish:______________ A.M. P.M.
Day Month 15-
Interviewer:____ 18-

INTRODUCTION: Hello, my name is ____________________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 19-

1. RECORD NUMBER OF PEOPLE IN VEHICLE IN THE TWO AGE GROUPS. IF YOU CANNOT COMPLETE THIS BY OBSERVATION, ASK THE DRIVER TO TELL YOU HOW MANY PEOPLE IN THE VEHICLE ARE:

16 YEARS OR OVER ____________ (WRITE IN) UNDER 16 YEARS ____________ (WRITE IN) 20- 21- 22- 23-

(HAND CARD 1)

2-a) Does anyone in this vehicle, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in this vehicle. RECORD BELOW.

NONE	24- 1	SKIP TO Q.3
On a sales/service call/pick-up/delivery	2	TERMINATE AND SAVE SCREENER
Member of a work crew/employee in Parks	3	
Commuting to or from work or school	4	
Permanent/seasonal resident in Parks	5	

-b) Is everyone in this vehicle a permanent/seasonal resident in the parks?

Yes 25- 1 TERMINATE AND SAVE SCREENER

No 2

-c) How many people in this vehicle who are 16 years of age or older are permanent/seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ ______________ (WRITE IN) 26- 27-

None 00

-d) And how many people in this vehicle who are under 16 years of age are permanent/seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 ______________ (WRITE IN) 28- 29-

None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN VEHICLE 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN VEHICLE 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your vehicle. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY:________________
AND ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON.

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time	30-1
Plan to return	2 THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 31- 1 SAVE SCREENER

32/45 BLANK

Roadside Questionnaire

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY). 46- 47- 48-

______________	______________	______________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

6-a) What is the furthest place from home you have visited or will visit on this trip? 49- 50- 51-

______________	______________	______________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

-b) Is the National Parks System the main destination of your trip?

Yes	52-1
No	2

-c) (HAND CARD 3) Which one of the descriptions listed on this card best describes the main purpose of your entire trip? RECORD ONE ONLY BELOW.

Business:	Attend a special meeting like a conference, convention, seminar or trade show	53-1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
	Other (SPECIFY) ______________________	

(HAND CARD 2 AGAIN)

7-a) CIRCLE CODE 2 BESIDE THE PARK RESPONDENT IS EXITING FROM AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK:
Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

		NO	YES
Banff National Park	54-	1	2
Jasper National Park	55-	1	2
Yoho National Park	56-	1	2
Kootenay National Park	57-	1	2

-b) FOR EACH PARK ENTERED IN Q.7-A), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58-1	59-1	60-1	61-1
No	2	2	2	2

-c) FOR EACH PARK ENTERED IN Q.7-a), ASK:
While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF SPENT TIME IN ANY PARK (ANY CODE 1 CIRCLED) SKIP TO VISITOR SECTION (Q.12 TO END).

IF SPENT NO TIME IN ANY PARK (NO CODE 1 CIRCLED), ASK Q.7-d).

-d) Did you or anyone else in the vehicle stop at all in the Parks to purchase any food or gas or spend any money?

No 66- 2 GO TO PASS-THROUGH SECTION (Q.8-11)

Yes 1

-e) And in which Parks did you do that?

Banff National Park	67-1
Jasper National Park	2
Yoho National Park	3
Kootenay National Park	4

NOW SKIP TO VISITOR SECTION (Q.12 TO END)

PASS-THROUGH SECTION

8. How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY	000	68-
		69-
NUMBER OF NIGHTS	____________________ (WRITE IN)	70-

9. (REFER RESPONDENT TO CARD 2 AGAIN)

Please show me exactly where you entered the National Parks system for the first time on this trip away from home? RECORD CODE FROM MAP FOR POINT OF ENTRY.

Location 1	(HWY 16 - EAST GATE)	71-1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6
CAN'T REMEMBER		9

(HAND CALENDAR - CARD 4)

10. What was the date of this first entry into the National Parks System? This calendar may help you recall the date if you cannot easily remember. RECORD DATE BELOW.

		72-
____________________ Day	____________________ Month	73-
		74-

11. And was that...(READ LIST)? 75-

	Between 6 a.m. and 12 noon	76-1
	From noon to six o'clock p.m.	2
	Between 6.p.m. and midnight	3
or	From midnight to 6 a.m.	4
	CAN'T REMEMBER	9

NOW SKIP TO DEMOGRAPHICS SECTION (Q.21 TO END)

VISITOR SECTION

5-1
6-2

CHECK BACK TO Q.6-b), PAGE 3. IF NATIONAL PARKS SYSTEM IS MAIN DESTINATION, SKIP TO Q.12-b). OTHERWISE ASK Q.12-a).

12-a) (HAND CARD 3 AGAIN)
Which one of the descriptions listed on this card best describes the main purpose of your trip to the National Parks? (RECORD ONE PURPOSE ONLY)

Business:	Attend a special meeting like a conference, convention, seminar or trade show	13-1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
Just Passing Through		8

-b) How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY 000 SKIP TO Q.14 14-
15-
NUMBER OF NIGHTS ______ (WRITE IN) 16-

-c) And how many nights, in total, did you spend in the National Parks since leaving home on this trip?

SPENT NO NIGHTS IN THE PARKS 000 SKIP TO Q.14 17-
18-
NUMBER OF NIGHTS IN THE PARKS ______ (WRITE IN) 19-

13-a) What was the name and location of the accommodation you used for your first (second/third/etc.) overnight stop in the Parks?

-b) (HAND CARD 5.) In which of the accommodation types listed here did you stay in READ LOCATION?. IF MORE THAN ONE TYPE OF ACCOMMODATION IN ANY LOCATION, RECORD EACH TYPE ON SEPARATE LINES.

-c) And how many nights did you stay in a READ ACCOMMODATION there? (ASK FOR EACH ACCOMMODATION TYPE USED. REPEAT -a), -b) AND -c) FOR NEXT OVERNIGHT STOP AND ALL SUBSEQUENT OVERNIGHT STOPS IN THE PARK. CONTINUE UNTIL ALL NIGHTS MENTIONED IN Q.12-c) ACCOUNTED FOR.)

Legend

1. Hotel/motel/resort/lodge
2. Commercial cottage/cabin
3. Bed and Breakfast
4. Youth Hostel
5. Campsite/trailer park
6. Back country camping
7. Friends/relatives/own vacation home

	-a) Name And Location	-b) Type Of Accommodation	-c) # Nights	
20-	________	22-1 2 3 4 5 6 7	________	23-
26-	________	28-1 2 3 4 5 6 7	________	29-
32-	________	34-1 2 3 4 5 6 7	________	35-
38-	________	40-1 2 3 4 5 6 7	________	41-
44-	________	46-1 2 3 4 5 6 7	________	47-
50-	________	52-1 2 3 4 5 6 7	________	53-
56-	________	58-1 2 3 4 5 6 7	________	59-
62-	________	64-1 2 3 4 5 6 7	________	65-

CHECK THAT TOTAL NUMBER OF NIGHTS IN Q.13-c) EQUALS NUMBER OF NIGHTS IN Q.12-c).

68/69 BLANK

The following questions are about expenditures made by all the people in this vehicle.

14-a) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No	70-	1 SKIP TO Q.18
Yes		2

(HAND CARD 6)

-b) Did anyone purchase a pre-paid package for this trip which included at least two of the items shown on this card?

No	71-	1 SKIP TO Q.17
Yes		2

15-a) Which of the items on this card were included in the pre-paid package?

TRANSPORTATION		
By Air	72-1	
By Train	2	
By Bus	3	
By Boat	4	
ACCOMMODATION	5	IF NONE CIRCLED SKIP TO Q.16
FOOD/BEVERAGE	6	
ENTERTAINMENT/ACTIVITIES/ SIGHTSEEING/TOURS/LIFT TICKETS ETC.	7	
AUTO RENTAL (PICKED UP IN THE PARKS)	8	
AUTO RENTAL (PICKED UP ELSEWHERE)	9	

-b) IF TRANSPORTATION (AIR, TRAIN, BUS OR BOAT) MENTIONED IN Q.15-a), ASK: Where did you first board the transportation which was included in your package? 73- 74- 75-

_______________ (NEAREST CITY/TOWN) _______________ (PROVINCE/STATE) _______________ (COUNTRY)

-c) How many nights in total were included in the price of this package? (WRITE IN) 76- 77- 78-

_______________ (NUMBER OF NIGHTS) IF NO NIGHTS, SKIP TO -e)

-d) And how many of these nights were spent in the Parks? 13- 14- 15-

5-1
6-3 _______________ NUMBER OF NIGHTS IN PARKS) IF NO NIGHTS, SKIP TO -c)

-e) What was the total amount paid for all people in this vehicle for the pre-paid package? When you tell me the cost, please tell me whether it is in Canadian, U.S., or some other currency.

Amount	Can.	U.S.	Other (SPECIFY)	16-
$_______________	20-1	2	_______________	

-f) And, how many people, including children, does this amount cover? 21- 22-

_______________ (WRITE IN NUMBER)

16. Were any other items prepaid for this trip to the Parks?

Yes 23-1

No 2 SKIP TO Q.18

17-a) (HAND RESPONDENT CARD 7) Which of the items on this card were paid for before you entered the National Parks, but were not purchased as a part of a package or tour? RECORD UNDER Q.17-a) ON GRID BELOW.

FOR EACH ITEM PRE-PAID SEPARATELY, ASK Q.17-b) TO Q.17-e).

-b) What was the total amount paid in advance for all people in this vehicle for (READ ITEM FROM Q.17-a)? RECORD UNDER Q.17-b) ON GRID BELOW.

-c) Is that in Canadian, U.S. or some other currency? RECORD UNDER Q.17-c) ON GRID BELOW.

		Q.17-a)	Q.17-b)	Q.17-c) CURRENCY		
		ITEM	AMOUNT	CAN.	U.S.	OTHER (SPECIFY)
AUTO RENTAL (PICKED UP IN THE PARKS)	24-	1	$________	1	2	______25-
*ACCOMMODATION		2	$________	1	2	______29-
*FOOD/BEVERAGE		3	$________	1	2	______33-
*ENTERTAINMENT/ ACTIVITIES/ SIGHTSEEING/ TOURS/LIFT TICKETS		4	$________	1	2	______37-

NONE OF THESE 5 SKIP TO Q.18

*FOR EACH ASTERISKED ITEM ASK -d) AND -e).

-d) How many nights in total were included in the price of the prepaid (READ ITEM) ?. RECORD UNDER -d) BELOW. IF NO NIGHTS INCLUDED, DO NOT ASK Q.17-e).

-e) And how many of these nights were spent in the Parks? RECORD UNDER -e) BELOW.

	-d) TOTAL NIGHTS	-e) NIGHTS IN PARKS
Accommodation	__________41-	__________ 50-
Food/Beverage	__________44-	__________ 53-
Entertainment	__________47-	__________ 56-

18-a) (HAND CARD 8) For each expenditure category on this card, please tell me, in Canadian dollars, the total amount spent within the Parks by everyone in the vehicle since leaving home? Include all purchases made by cash, credit card, traveller's cheque and cheque. (IF APPLICABLE: However, do not include the prepaid expenses we have already discussed.)

How much was spent by everyone in the vehicle for...? RECORD AMOUNT AND CURRENCY TYPE FOR EACH CATEGORY LISTED.

		NONE	AMOUNT IN CANADIAN $	OTHER CURRENCY (SPECIFY)	
Lodging in the Parks, excluding camping/trailer park	59-	01	$		61-
Camping fees		02	$		65-
Food and beverages bought in restaurants in the Parks		03	$		69-
Groceries & Beverages bought in stores in the Parks		04	$		73-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Parks		05	$		77-
Transportation within the Parks including shuttle buses, taxis, etc.		06	$		5-1 6-4 13-
Auto Rental for vehicles picked up in the Parks		07	$		17-
Recreation & Entertainment including tours, tickets, equipment rentals, etc.		08	$		21-
Conference or convention registration fees		09	$		25-
Park entrance fees/licence fees		10	$		29-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc.	60-	11	$		33-

IF RETAIL PURCHASES MORE THAN $300 CANADIAN OR $200 U.S., ASK:

-b) Did you or anyone in this vehicle purchase any individual items which cost more than $300 Canadian (or $200 U.S.)?

No	37-	1 SKIP TO Q.19
Yes		2

-c) What were those items and how much did each cost? RECORD BELOW.

	ITEM	AMOUNT	
38-			44-
40-			48-
42-			52-

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ASK:

18-d) Please just give me your best estimate of the total amount spent by everyone in the vehicle while in the National Parks system for the items shown on the card. RECORD AMOUNT AND CURRENCY BELOW. 56-

TOTAL ESTIMATE $____________________ (AMOUNT) ____________________ (CURRENCY) 60-

NOW COMPLETE REMAINING QUESTIONS WITH ORIGINAL RESPONDENT ONLY.

REFER BACK TO Q.7-a). IF RESPONDENT ENTERED BANFF AND/OR JASPER NATIONAL PARKS, ASK Q.19-a), -b) AND -c), OTHERWISE SKIP TO Q.20.

19-a) What attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip? (RECORD VERBATIM)

____ 61-

____ 62-

____ 63-

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as (READ LIST)...?

	Excellent	64- 1
	Very Good	2
	Good	3
	Fair	4
or	Poor	5
	DON'T KNOW	9

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (RECORD VERBATIM)

____ 65-

____ 66-

____ 67-

20-a) (HAND CARD) Which of the statements on this card best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip?

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	68- 1
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	2
	I had to reschedule my plans to visit the Parks because of the Olympics	3
OR	The Olympics had nothing to do with my decision to visit the Parks	4

DEMOGRAPHICS SECTION

I just have a few more questions to help us classify the information.

21. HAND CARD 9. Please tell me the age and sex of everyone in this vehicle, starting with yourself and then continuing from oldest to youngest. Please just tell me the letter beside the appropriate age category.

			All other occupants of vehicle						
		Respondent	1	2	3	4	5	6	7
A	0-5 years	69-1	71-1	73-1	75-1	13-1	15-1	17-1	19-1
B	6-15 years	2	2	2	2	2	2	2	2
C	16-19 years	3	3	3	3	3	3	3	3
D	20-24 years	4	4	4	4	4	4	4	4
E	25-34 years	5	5	5	5	5	5	5	5
F	35-44 years	6	6	6	6	6	6	6	6
G	45-54 years	7	7	7	7	7	7	7	7
H	55-64 years	8	8	8	8	8	8	8	8
I	65-74 years	9	9	9	9	9	9	9	9
J	75 years or over	0	0	0	0	0	0	0	0

5-1
6-5

SEX

	Respondent	1	2	3	4	5	6	7
Male	70-1	72-1	74-1	76-1	14-1	16-1	18-1	20-1
Female	2	2	2	2	2	2	2	2

22. HAND CARD 10. Which letter best describes the last year of schooling you completed?

A	Some elementary/grade school	21- 1
B	Completed elementary/grade school	2
C	Some high school/secondary school	3
D	Completed high school/secondary school	4
E	Technical or vocational school/ Community College/CEGEP	5
F	Some University	6
G	Completed University	7
H	Post Graduate courses/degree	8

23. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CHECK BOX)

____________________ IN ____________________ 22-
(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

24. Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME: ____________________

ADDRESS: ____________________

CITY/TOWN: ____________ PROVINCE/STATE: ________

POSTAL/ZIP CODE: ____________________ 23-

IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

____________	____________
AREA CODE	TELEPHONE NUMBER

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		
Other (SPECIFY) ____________			

IF RESPONDENT IS PASS-THROUGH (Q.8 TO 11), DO NOT GIVE MAILBACK. SAY:

Thank you very much for your co-operation. In appreciation we would like you to have this Alberta souvenir.

IF RESPONDENT IS VISITOR (Q.12 TO 20), SAY:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us.

The envelope provided is already addressed and stamped for your convenience. Your answers will help to improve park services and facilities in the future.

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

31/34

CARD 1

(Q.2-A)

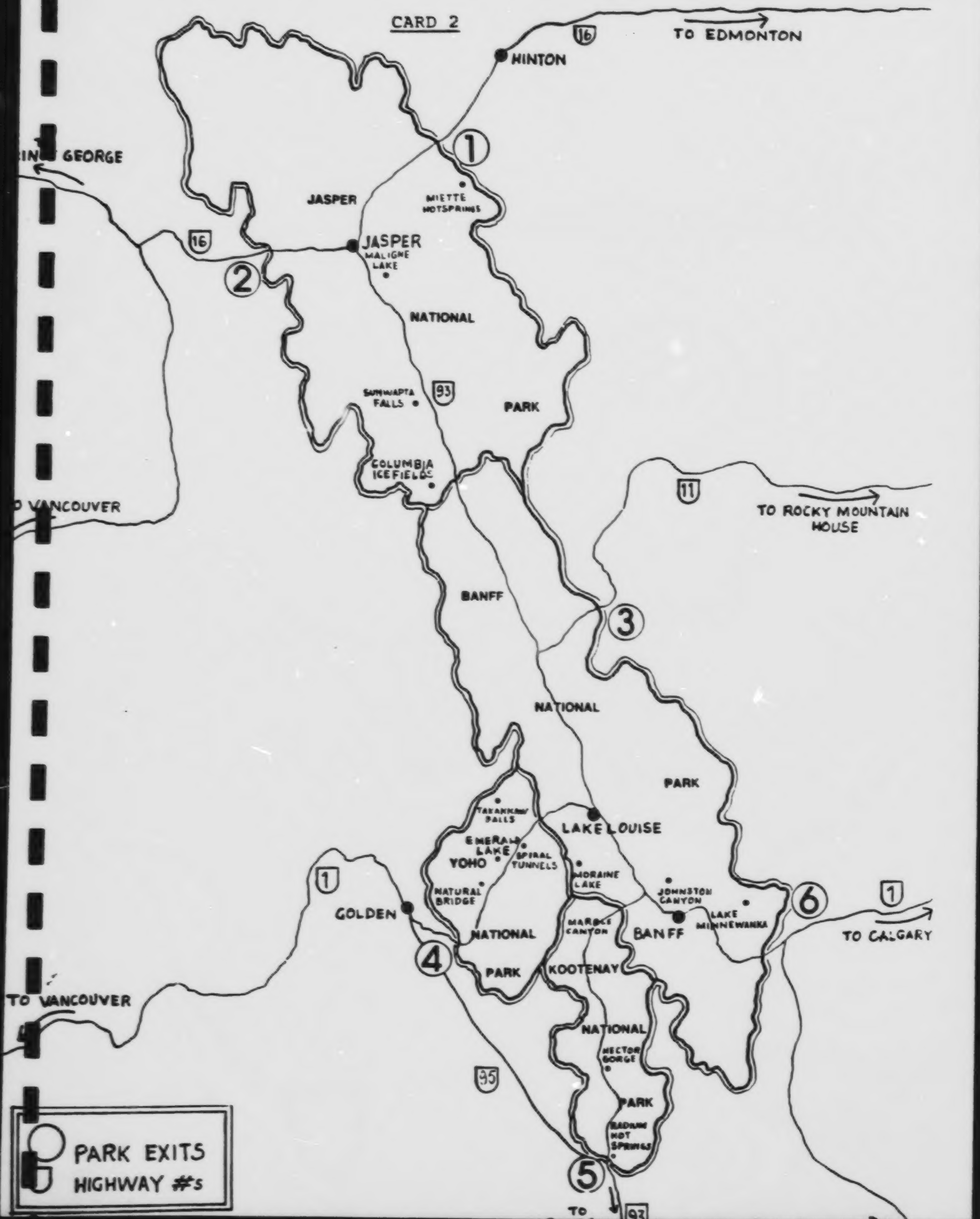
2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY

3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS

4 COMMUTING TO OR FROM WORK OR SCHOOL

5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS

CARD 2


TO EDMONTON
16
HINTON
①
PRINCE GEORGE
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
②
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
TO VANCOUVER
11
TO ROCKY MOUNTAIN HOUSE
BANFF
③
NATIONAL
PARK
TAKAKKAW FALLS
EMERALD LAKE
YOHO
SPIRAL TUNNELS
LAKE LOUISE
MORAINE LAKE
NATURAL BRIDGE
1
GOLDEN
JOHNSTON CANYON
⑥
1
LAKE MINNEWANKA
MARBLE CANYON
BANFF
NATIONAL
TO CALGARY
④
PARK
KOOTENAY
TO VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
PARK EXITS
HIGHWAY #s
⑤
TO
93

CARD 3

(Q.6-C, Q.12-A)

BUSINESS:	ATTENDING A SPECIAL MEETING LIKE A CONFERENCE, CONVENTION, SEMINAR OR TRADE SHOW
	OTHER BUSINESS
PERSONAL:	FAMILY AFFAIRS: E.G. VISITING FRIENDS OR RELATIVES, WEDDINGS, FUNERALS, ETC.
	ERRANDS: E.G. SHOPPING, BANKING, DOCTOR, ETC.
PLEASURE:	VACATION
	RECREATIONAL DAY-USE
	VISITING VACATION HOME

RUSTON/TOMANY & ASSOCIATES LTD. R/T 19151

CARD 4
(Q.10)

1987

JANUARY

[illegible]	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
[illegible]	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
[illegible]	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
[illegible]	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1988

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CARD 5

(Q.13-B)

1. HOTEL, MOTEL, RESORT OR LODGE
2. COMMERCIAL COTTAGE OR CABIN
3. BED AND BREAKFAST ESTABLISHMENT
4. YOUTH HOSTEL
5. CAMPSITE OR TRAILER PARK
6. BACK COUNTRY CAMPING
7. WITH FRIENDS OR RELATIVES OR AT YOUR OWN VACATION HOME

CARD 6
(Q.14-B)

TRANSPORTATION:

- BY AIR
- BY TRAIN
- BY BUS
- BY BOAT

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS, OR LIFT TICKETS, ETC.

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS)

AUTO RENTAL (PICKED UP ELSEWHERE)

CARD 7

(Q.17-A)

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS OR LIFT TICKETS

NONE OF THESE

CARD 8

(Q.18-A)

LODGING IN THE PARKS, EXCLUDING CAMPING OR TRAILER PARK

CAMPING FEES

FOOD AND BEVERAGES BOUGHT IN RESTAURANTS, HOTELS OR BARS IN THE PARKS

GROCERIES & BEVERAGES BOUGHT IN STORES IN THE PARKS

VEHICLE GAS & OIL, MAINTENANCE OR REPAIRS BOUGHT FROM STATIONS WITHIN THE PARKS

TRANSPORTATION WITHIN THE PARKS, INCLUDING SHUTTLE BUSES, TAXIS, ETC.

AUTO RENTAL FOR VEHICLES PICKED UP IN THE PARKS

RECREATION & ENTERTAINMENT INCLUDING TOURS, TICKETS, EQUIPMENT RENTALS, ETC.

CONFERENCE OR CONVENTION REGISTRATION FEES

PARK ENTRANCE FEES/LICENCE FEES

RETAIL STORE PURCHASES, SUCH AS SOUVENIRS, EQUIPMENT, FILM, CLOTHING, ETC.

CARD FOR Q.20

1 I VISITED THE PARKS BECAUSE I WAS IN THE AREA TO HELP STAGE, COVER OR PARTICIPATE IN OLYMPIC EVENTS

2 THINGS I SAW OR HEARD ABOUT IN CONNECTION WITH THE OLYMPICS MADE ME WANT TO VISIT THE PARKS

3 I HAD TO RESCHEDULE MY PLANS TO VISIT THE PARKS BECAUSE OF THE OLYMPICS

OR 4 THE OLYMPICS HAD NOTHING TO DO WITH MY DECISION TO VISIT THE PARKS

CARD 9

(Q.21)

A	0-5 YEARS
B	6-15 YEARS
C	16-19 YEARS
D	20-24 YEARS
E	25-34 YEARS
F	35-44 YEARS
G	45-54 YEARS
H	55-64 YEARS
I	65-74 YEARS
J	75 YEARS OR OVER

CARD 10
(Q.22)

A	Some elementary or grade school
B	Completed elementary or grade school
C	Some high school or secondary school
D	Completed high school or secondary school
E	Technical or vocational school, Community College or CEGEP
F	Some University
G	Completed University
H	Post Graduate courses or degree

SCHEDULED BUS QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151
5-2
6-1
7-1

Scheduled Bus Screener

Location: ____________________ Start: ____________ A.M. 13- P.M. 14-

Bus: ________ (NUMBER) ____________ (DESTINATION) Finish: ____________ A.M. 15- P.M. 16-

Departure Time: ____________ AM PM Interviewer: ____________ 17-

Date: ____________ (DAY) ______________ (MONTH) 22-

INTRODUCTION: Hello, my name is ____________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 26-

A. Are you boarding the (READ BUS TIME) bus to (READ DESTINATION) today?

Yes 27- 1
No 2 TERMINATE AND ERASE

1-a) Are you in the station today to transfer from one bus to another or for a brief stopover?

No 28- 1
Yes 2

-b) Have you left this bus station at all during this stopover in the Parks?

Yes 29- 1
No 2 TERMINATE AND SAVE SCREENER

-c) How many people are in your immediate travel party? By travel party, I don't mean everyone on your bus.

NUMBER IN TRAVEL PARTY ____________ (WRITE IN) 30- 31-

-d) Of those people, how many are 16 years of age and older?

NUMBER IN PARTY 16+ ____________ (WRITE IN) 32- 33-

(HAND CARD 1)

2-a) Does anyone in your travel party, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in your travel party. RECORD BELOW.

NONE 34- 1 SKIP TO Q.3

On a sales/service call/pick-up/delivery 2

Member of a work crew/employee in Parks 3

Commuting to or from work or school 4

TERMINATE AND SAVE SCREENER

Permanent/seasonal resident in Parks 5

-b) Is everyone in your travel party a permanent or seasonal resident in the parks?

Yes 35- 1 TERMINATE AND SAVE SCREENER

No 2

-c) How many people in your travel party who are 16 years of age or older are permanent or seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ ____________ 36-
(WRITE IN) 37-

None 00

-d) And how many people in your travel party who are under 16 years of age are permanent or seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 ____________ 38-
(WRITE IN) 39-

None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN THE TRAVEL PARTY IS 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN PARTY IS 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your travel party. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY:____________
ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON. IF THIS PERSON IS UNAVAILABLE, ATTEMPT TO CONDUCT INTERVIEW LATER.

RE-INTRODUCE YOURSELF IF NECESSARY

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time 40- 1

Plan to return 2 THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF YOU ARE UNABLE TO INTERVIEW PERSON WITH NEXT BIRTHDAY, CIRCLE BELOW AND SAVE THIS SCREENER.

SELECTED RESPONDENT UNAVAILBLE 41- 1 SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 42- 1 SAVE SCREENER

43/45 BLANK

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY). 46- 47- 48-

______________________	______________________	______________________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

6-a) What is the furthest place from home you have visited or will visit on this trip? 49- 50- 51-

______________________	______________________	______________________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

-b) Is the National Parks System the main destination of your trip?

Yes	52- 1
No	2

-c) (HAND CARD 3) Which one of the descriptions listed on this card best describes the main purpose of your entire trip? RECORD ONE ONLY BELOW.

Business:	Attend a special meeting like a conference, convention, seminar or trade show	53-1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
	Other (SPECIFY) ______________________	

(HAND CARD 2 AGAIN)

7-a) CIRCLE CODE 2 BESIDE THE PARK IN WHICH YOU ARE INTERVIEWING AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK:
Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

	NO	YES
Banff National Park	54- 1	2
Jasper National Park	55- 1	2
Yoho National Park	56- 1	2
Kootenay National Park	57- 1	2

-b) FOR EACH PARK ENTERED IN Q.7-A), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58- 1	59- 1	60- 1	61- 1
No	2	2	2	2

-c) FOR EACH PARK ENTERED IN Q.7-a), ASK:
While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF SPENT TIME IN ANY PARK (ANY CODE 1 CIRCLED) SKIP TO VISITOR SECTION (Q.12 TO END).

IF SPENT NO TIME IN ANY PARK (NO CODE 1 CIRCLED), ASK Q.7-d).

-d) Did you or anyone in your immediate travel party stop at all in the Parks to purchase any food or gas or spend any money?

No	66- 2	GO TO PASS-THROUGH SECTION (Q.8-11)
Yes	1	

-e) And in which Parks did you do that?

Banff National Park	67- 1
Jasper National Park	2
Yoho National Park	3
Kootenay National Park	4

NOW SKIP TO VISITOR SECTION (Q.12 TO END)

PASS-THROUGH SECTION

8. How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY	000	68-
		69-
NUMBER OF NIGHTS	____________________ (WRITE IN)	70-

9. (REFER RESPONDENT TO CARD 2 AGAIN)

Please show me exactly where you entered the National Parks system for the first time on this trip away from home? RECORD CODE FROM MAP FOR POINT OF ENTRY.

Location 1	(HWY 16 - EAST GATE)	71- 1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6
CAN'T REMEMBER		9

(HAND CALENDAR - CARD 4)

10. What was the date of this first entry into the National Parks System? This calendar may help you recall the date if you cannot easily remember. RECORD DATE BELOW.

		72-
____________________ Day	____________________ Month	73-
		74-
		75-

11. And was that...(READ LIST)?

	Between 6 a.m. and 12 noon	76- 1
	From noon to six o'clock p.m.	2
	Between 6.p.m. and midnight	3
or	From midnight to 6 a.m.	4
	CAN'T REMEMBER	9

NOW SKIP TO DEMOGRAPHICS SECTION (Q.21 TO END)

VISITOR SECTION

5-2
6-2

CHECK BACK TO Q.6-b), PAGE 3. IF NATIONAL PARKS SYSTEM IS MAIN DESTINATION, SKIP TO Q.12-b). OTHERWISE ASK Q.12-a).

12-a) (HAND CARD 3 AGAIN)
Which one of the descriptions listed on this card best describes the main purpose of your trip to the National Parks? (RECORD ONE PURPOSE ONLY)

Business:	Attend a special meeting like a conference, convention, seminar or trade show	13-	1
	Other Business		2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.		3
	Errands: e.g. shopping, banking, doctor, etc.		4
Pleasure:	Vacation		5
	Recreational day-use		6
	Visit vacation home		7
Just Passing Through			8

-b) How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY	000 SKIP TO Q.14	14-
		15-
NUMBER OF NIGHTS	____________ (WRITE IN)	16-

-c) And how many nights, in total, did you spend in the National Parks since leaving home on this trip?

SPENT NO NIGHTS IN THE PARKS	000 SKIP TO Q.14	17-
		18-
NUMBER OF NIGHTS IN THE PARKS	____________ (WRITE IN)	19-

13-a) What was the name and location of the accommodation you used for your first (second/third/etc.) overnight stop in the Parks?

-b) (HAND CARD 5.) In which of the accommodation types listed here did you stay in READ LOCATION?. IF MORE THAN ONE TYPE OF ACCOMMODATION IN ANY LOCATION, RECORD EACH TYPE ON SEPARATE LINES.

-c) And how many nights did you stay in a READ ACCOMMODATION there? (ASK FOR EACH ACCOMMODATION TYPE USED. REPEAT -a), -b) AND -c) FOR NEXT OVERNIGHT STOP AND ALL SUBSEQUENT OVERNIGHT STOPS IN THE PARK. CONTINUE UNTIL ALL NIGHTS MENTIONED IN Q.12-c) ACCOUNTED FOR.)

Legend

1. Hotel/motel/resort lodge
2. Commercial cottage/cabin
3. Bed and Breakfast
4. Youth Hostel
5. Campsite/trailer park
6. Back country camping
7. Friends/relatives/own vacation home

	-a) Name And Location	-b) Type Of Accommodation	-c) # Nights	
20-	______________	22- 1 2 3 4 5 6 7	__________	23-
26-	______________	28- 1 2 3 4 5 6 7	__________	29-
32-	______________	34- 1 2 3 4 5 6 7	__________	35-
38-	______________	40- 1 2 3 4 5 6 7	__________	41-
44-	______________	46- 1 2 3 4 5 6 7	__________	47-
50-	______________	52- 1 2 3 4 5 6 7	__________	53-
56-	______________	58- 1 2 3 4 5 6 7	__________	59-
62-	______________	64- 1 2 3 4 5 6 7	__________	65-

CHECK THAT TOTAL NUMBER OF NIGHTS IN Q.13-c) EQUALS NUMBER OF NIGHTS IN Q.12-c).

The following questions are about expenditures made by all the people in your travel party.

Can you provide me with the trip expense information for your travel party?

Yes	68-	1
No		2

Who is the person in your travel party who could best give me that information?

____
(WRITE IN NAME)

ATTEMPT TO HAVE THIS PERSON PARTICIPATE IN THE INTERVIEW TO PROVIDE EXPENDITURE INFORMATION ONLY (EXPLAIN PURPOSE OF STUDY BY READING INTRODUCTION ON PAGE 1). AFTER YOU HAVE COLLECTED EXPENDITURE INFORMATION (Q.14-18) CONTINUE THE INTERVIEW WITH ORIGINAL RESPONDENT AT Q.19 TO END OF INTERVIEW.

IF PERSON KNOWLEDGEABLE ABOUT EXPENDITURES NOT AVAILABLE/ UNCOOPERATIVE, SKIP DIRECTLY TO Q.19 AND CONTINUE WITH ORIGINAL RESPONDENT.

KNOWLEDGEABLE RESPONDENT NOT AVAILABLE/UNCOOPERATIVE	69-	1 SKIP TO Q.19
EXPENDITURE INFORMATION FROM INDIVIDUAL OTHER THAN RESPONDENT		2

READ: The following questions are about expenditures made by all the people in your travel party. CONTINUE WITH Q.14

14-a) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No	70-	1 SKIP TO Q.18
Yes		2

(HAND CARD 6)

14-b) Did anyone purchase a pre-paid package for this trip which included at least two of the items shown on this card?

No	71-	1	SKIP TO Q.17
Yes		2	

15-a) Which of the items on this card were included in the pre-paid package?

TRANSPORTATION

By Air	72-	1	
By Train		2	
By Bus		3	
By Boat		4	
ACCOMMODATION		5	IF NONE CIRCLED SKIP TO Q.16
FOOD/BEVERAGE		6	
ENTERTAINMENT/ACTIVITIES/ SIGHTSEEING/TOURS/LIFT TICKETS ETC.		7	
AUTO RENTAL (PICKED UP IN THE PARKS)		8	
AUTO RENTAL (PICKED UP ELSEWHERE)		9	

-b) IF TRANSPORTATION (AIR, TRAIN, BUS OR BOAT) MENTIONED IN Q.15-a), ASK: Where did you first board the transportation which was included in your package? 73- 74- 75-

____________ (NEAREST CITY/TOWN) ____________ (PROVINCE/STATE) ____________ (COUNTRY)

-c) How many nights in total were included in the price of this package? (WRITE IN) 76- 77- 78-

____________ (NUMBER OF NIGHTS) IF NO NIGHTS, SKIP TO -e)

-d) And how many of these nights were spent in the Parks? 13- 14- 15-

5-2
6-3 ____________ NUMBER OF NIGHTS IN PARKS) IF NO NIGHTS, SKIP TO -c)

-e) What was the total amount paid for all people in your travel party for the pre-paid package? When you tell me the cost, please tell me whether it is in Canadian, U.S., or some other currency.

Amount	Can.	U.S.	Other (SPECIFY)	16-
$____________	20-1	2	____________	

-f) And, how many people, including children, does this amount cover? 21- 22-

____________ (WRITE IN NUMBER)

16. Were any other items prepaid for this trip to the Parks?

Yes 23- 1

No 2 SKIP TO Q.18

17-a) (HAND RESPONDENT CARD 7) Which of the items on this card were paid for before you entered the National Parks, but were not purchased as a part of a package or tour? RECORD UNDER Q.17-a) ON GRID BELOW.

FOR **EACH** ITEM PRE-PAID SEPARATELY, ASK Q.17-b) TO Q.17-e).

-b) What was the total amount paid in advance for **all** people in your travel party for (READ ITEM FROM Q.17-a)? RECORD UNDER Q.17-b) ON GRID BELOW.

-c) Is that in Canadian, U.S. or some other currency? RECORD UNDER Q.17-c) ON GRID BELOW.

		Q.17-a)	Q.17-b)	Q.17-c) CURRENCY			
		ITEM	AMOUNT	CAN.	U.S.	OTHER (SPECIFY)	
AUTO RENTAL (PICKED UP IN THE PARKS)	24-	1	$________	1	2	______	25-
*ACCOMMODATION		2	$________	1	2	______	29-
*FOOD/BEVERAGE		3	$________	1	2	______	33-
*ENTERTAINMENT/ ACTIVITIES/ SIGHTSEEING/ TOURS/LIFT TICKETS		4	$________	1	2	______	37-
NONE OF THESE		5 SKIP TO Q.18					

*FOR EACH ASTERISKED ITEM ASK -d) AND -e).

-d) How many nights in total were included in the price of the prepaid (READ ITEM)? RECORD UNDER -d) BELOW. IF NO NIGHTS INCLUDED, DO NOT ASK Q.17-e).

-e) And how many of these nights were spent in the Parks? RECORD UNDER -e) BELOW.

	-d) TOTAL NIGHTS	-e) NIGHTS IN PARKS
Accommodation	____________41-	______________ 50-
Food/Beverage	____________44-	______________ 53-
Entertainment	____________47-	______________ 56-

18-a) (HAND CARD 8) For each expenditure category on this card, please tell me, in Canadian dollars, the total amount spent within the Parks by everyone in your travel party since leaving home? Include all purchases made by cash, credit card, traveller's cheque and cheque. (IF APPLICABLE: However, do not include the prepaid expenses we have already discussed.)

How much was spent by everyone in your travel party for...? RECORD AMOUNT AND CURRENCY TYPE FOR EACH CATEGORY LISTED.

		NONE	AMOUNT IN CANADIAN $	OTHER CURRENCY (SPECIFY)	
Lodging in the Parks, excluding camping/trailer park	59-	01	$________	__________	61-
Camping fees		02	$________	__________	65-
Food and beverages bought in restaurants in the Parks		03	$________	__________	69-
Groceries & Beverages bought in stores in the Parks		04	$________	__________	73-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Parks		05	$________	__________	77-
Transportation within the Parks including shuttle buses, taxis, etc.		06	$________	__________	5-2 6-4 13-
Auto Rental for vehicles picked up in the Parks		07	$________	__________	17-
Recreation & Entertainment including tours, tickets, equipment rentals, etc.		08	$________	__________	21-
Conference or convention registration fees		09	$________	__________	25-
Park entrance fees/licence fees		10	$________	__________	29-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc.	60-	11	$________	__________	33-

IF RETAIL PURCHASES MORE THAN $300 CANADIAN OR $200 U.S., ASK:

-b) Did you or anyone in your travel party purchase any individual items which cost more than $300 Canadian (or $200 U.S.)?

No 37- 1 SKIP TO Q.19

Yes 2

-c) What were those items and how much did each cost? RECORD BELOW.

	ITEM	AMOUNT	
38-	________________	________________	44-
40-	________________	________________	48-
42-	________________	________________	52-

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ASK:

18-d) Please just give me your best estimate of the total amount spent by everyone in your travel party while in the National Parks system for the items shown on the card. RECORD AMOUNT AND CURRENCY BELOW. 56-

TOTAL ESTIMATE $____________________ (AMOUNT) ____________________ (CURRENCY) 60-

NOW COMPLETE REMAINING QUESTIONS WITH ORIGINAL RESPONDENT ONLY.

REFER BACK TO Q.7-a). IF RESPONDENT ENTERED BANFF AND/OR JASPER NATIONAL PARKS, ASK Q.19-a), -b) AND -c), OTHERWISE SKIP TO Q.20.

19-a) What attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip? (RECORD VERBATIM)

____ 61-

____ 62-

____ 63-

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as (READ LIST)...?

	Excellent	64- 1
	Very Good	2
	Good	3
	Fair	4
or	Poor	5
	DON'T KNOW	9

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (RECORD VERBATIM)

____ 65-

____ 66-

____ 67-

20-a) (HAND CARD) Which of the statements on this card best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip?

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	68- 1
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	2
	I had to reschedule my plans to visit the Parks because of the Olympics	3
OR	The Olympics had nothing to do with my decision to visit the Parks	4

DEMOGRAPHICS SECTION

I just have a few more questions to help us classify the information.

21. HAND CARD 9. Please tell me the age and sex of __everyone__ in your travel party, starting with yourself and then continuing from oldest to youngest. Please just tell me the letter beside the appropriate age category.

			All other members of travel party						
		Respondent	1	2	3	4	5	6	7
A	0-5 years	69-1	71-1	73-1	75-1	13-1	15-1	17-1	19-1
B	6-15 years	2	2	2	2	2	2	2	2
C	16-19 years	3	3	3	3	3	3	3	3
D	20-24 years	4	4	4	4	4	4	4	4
E	25-34 years	5	5	5	5	5	5	5	5
F	35-44 years	6	6	6	6	6	6	6	6
G	45-54 years	7	7	7	7	7	7	7	7
H	55-64 years	8	8	8	8	8	8	8	8
I	65-74 years	9	9	9	9	9	9	9	9
J	75 years or over	0	0	0	0	0	0	0	0
SEX					5-1 6-5				
	Male	70-1	72-1	74-1	76-1	14-1	16-1	18-1	20-1
	Female	2	2	2	2	2	2	2	2

22 HAND CARD 10. Which letter best describes the last year of schooling you completed?

A	Some elementary/grade school	21- 1
B	Completed elementary/grade school	2
C	Some high school/secondary school	3
D	Completed high school/secondary school	4
E	Technical or vocational school/ Community College/CEGEP	5
F	Some University	6
G	Completed University	7
H	Post Graduate courses/degree	8

23. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CHECK BOX)

______________________________ IN ______________________________ 22-
(TYPE OF JOB) (TYPE OF COMPANY)

[] RETIRED

24. Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME:____

ADDRESS: ____

CITY/TOWN: __________________ PROVINCE/STATE:__________

POSTAL/ZIP CODE:____23-

IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

____________________ ____________________

AREA CODE TELEPHONE NUMBER

IF RESPONDENT IS PASS-THROUGH (Q.8 TO 11), DO NOT GIVE MAILBACK. SAY:

Thank you very much for your co-operation. In appreciation we would like you to have this Alberta souvenir.

IF RESPONDENT IS VISITOR (Q.12 TO 20), SAY:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us.

The envelope provided is already addressed and stamped for your convenience. Your answers will help to improve park services and facilities in the future.

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

29/34

CARD 1

(Q.2-A)

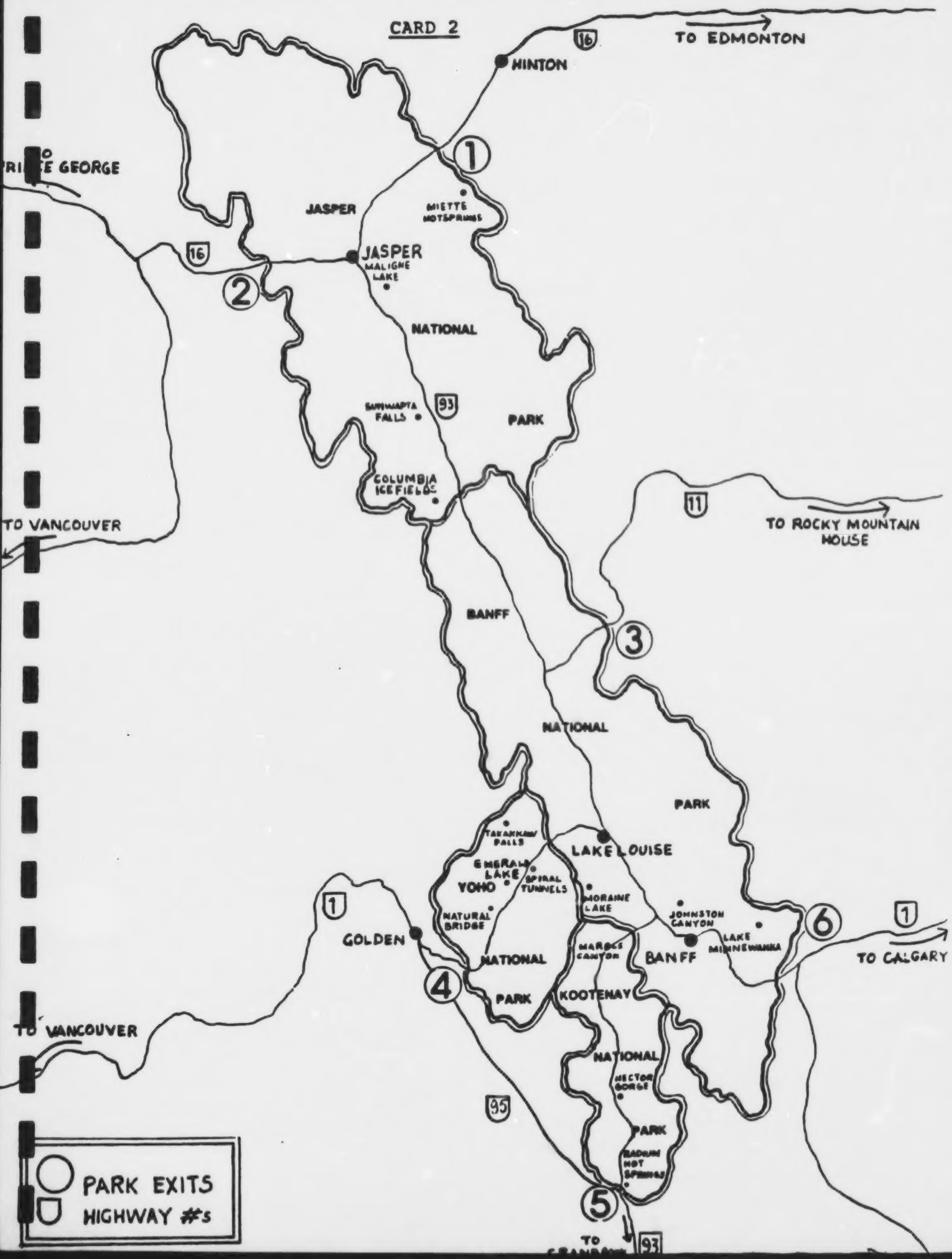
2 On a sales call, a service call, a pick-up or delivery

3 A member of a work-crew or an employee in the Parks

4 Commuting to or from work or school

5 A permanent or seasonal resident in the Parks

CARD 2



16
TO EDMONTON
HINTON
1
TO PRINCE GEORGE
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
11
TO ROCKY MOUNTAIN HOUSE
TO VANCOUVER
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
NATURAL BRIDGE
JOHNSTON CANYON
1
GOLDEN
MARBLE CANYON
BANFF
LAKE MINNEWANKA
6
1
TO CALGARY
NATIONAL
4
PARK
KOOTENAY
TO VANCOUVER
NATIONAL
95
VECTOR GORGE
PARK
RADIUM HOT SPRINGS
PARK EXITS
HIGHWAY #s
5
TO
93

CARD 3

(Q.6-C, Q.12-A)

BUSINESS:	ATTENDING A SPECIAL MEETING LIKE A CONFERENCE, CONVENTION, SEMINAR OR TRADE SHOW
	OTHER BUSINESS
PERSONAL:	FAMILY AFFAIRS: E.G. VISITING FRIENDS OR RELATIVES, WEDDINGS, FUNERALS, ETC.
	ERRANDS: E.G. SHOPPING, BANKING, DOCTOR, ETC.
PLEASURE:	VACATION
	RECREATIONAL DAY-USE
	VISITING VACATION HOME

CARD 4
(Q.10)

1987

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1988

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CARD 5

(Q.13-B)

1. Hotel, motel, resort or lodge
2. Commercial cottage or cabin
3. Bed and breakfast establishment
4. Youth hostel
5. Campsite or trailer park
6. Back country camping
7. With friends or relatives or at your own vacation home

CARD 6
(Q.14-B)

TRANSPORTATION:

- BY AIR
- BY TRAIN
- BY BUS
- BY BOAT

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS, OR LIFT TICKETS, ETC.

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS)

AUTO RENTAL (PICKED UP ELSEWHERE)

CARD 7

(Q.17-A)

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS OR LIFT TICKETS

NONE OF THESE

CARD 8

(Q.18-A)

LODGING IN THE PARKS, EXCLUDING CAMPING OR TRAILER PARK

CAMPING FEES

FOOD AND BEVERAGES BOUGHT IN RESTAURANTS, HOTELS OR BARS IN THE PARKS

GROCERIES & BEVERAGES BOUGHT IN STORES IN THE PARKS

VEHICLE GAS & OIL, MAINTENANCE OR REPAIRS BOUGHT FROM STATIONS WITHIN THE PARKS

TRANSPORTATION WITHIN THE PARKS, INCLUDING SHUTTLE BUSES, TAXIS, ETC.

AUTO RENTAL FOR VEHICLES PICKED UP IN THE PARKS

RECREATION & ENTERTAINMENT INCLUDING TOURS, TICKETS, EQUIPMENT RENTALS, ETC.

CONFERENCE OR CONVENTION REGISTRATION FEES

PARK ENTRANCE FEES/LICENCE FEES

RETAIL STORE PURCHASES, SUCH AS SOUVENIRS, EQUIPMENT, FILM, CLOTHING, ETC.

CARD FOR Q.20

1 I VISITED THE PARKS BECAUSE I WAS IN THE AREA TO HELP STAGE, COVER OR PARTICIPATE IN OLYMPIC EVENTS

2 THINGS I SAW OR HEARD ABOUT IN CONNECTION WITH THE OLYMPICS MADE ME WANT TO VISIT THE PARKS

3 I HAD TO RESCHEDULE MY PLANS TO VISIT THE PARKS BECAUSE OF THE OLYMPICS

OR 4 THE OLYMPICS HAD NOTHING TO DO WITH MY DECISION TO VISIT THE PARKS

CARD 9

(Q.21)

A	0-5 YEARS
B	6-15 YEARS
C	16-19 YEARS
D	20-24 YEARS
E	25-34 YEARS
F	35-44 YEARS
G	45-54 YEARS
H	55-64 YEARS
I	65-74 YEARS
J	75 YEARS OR OVER

CARD 10

(Q.22)

A	SOME ELEMENTARY OR GRADE SCHOOL
B	COMPLETED ELEMENTARY OR GRADE SCHOOL
C	SOME HIGH SCHOOL OR SECONDARY SCHOOL
D	COMPLETED HIGH SCHOOL OR SECONDARY SCHOOL
E	TECHNICAL OR VOCATIONAL SCHOOL, COMMUNITY COLLEGE OR CEGEP
F	SOME UNIVERSITY
G	COMPLETED UNIVERSITY
H	POST GRADUATE COURSES OR DEGREE

SCHEDULED TRAIN QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151
5-3

Scheduled Train Screener 6-1
7-1

Location: ______________________________ Start: ________________ A.M. 13- P.M. 14-

Train: __________ (NUMBER) ____________________ (DESTINATION) Finish: ________________ A.M. 15- P.M. 16-

Departure Time: __________________ AM PM Interviewer: ________________ 17-

Date: __________________ (DAY) __________________________ (MONTH) 22-

INTRODUCTION: Hello, my name is _______________________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 26-

A. Are you boarding the (READ TRAIN TIME) train to (READ DESTINATION) today?

Yes 27- 1

No 2 TERMINATE AND ERASE

1-a) Are you in the station today to transfer from one train to another or for a brief stopover?

No 28- 1

Yes 2

-b) Have you left this train station at all during this stopover in the Parks?

Yes 29- 1

No 2 TERMINATE AND SAVE SCREENER

-c) How many people are in your immediate travel party? By travel party, I don't mean everyone on your train.

NUMBER IN TRAVEL PARTY ______________________________ (WRITE IN) 30- 31-

-d) Of those people, how many are 16 years of age and older?

NUMBER IN PARTY 16+ ______________________________ (WRITE IN) 32- 33-

(HAND CARD 1)

2-a) Does anyone in your travel party, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in your travel party. RECORD BELOW.

NONE	34-	1	SKIP TO Q.3
On a sales/service call/pick-up/delivery		2	TERMINATE AND SAVE SCREENER
Member of a work crew/employee in Parks		3	
Commuting to or from work or school		4	
Permanent/seasonal resident in Parks		5	

-b) Is everyone in your travel party a permanent or seasonal resident in the parks?

Yes 35- 1 TERMINATE AND SAVE SCREENER

No 2

-c) How many people in your travel party who are 16 years of age or older are permanent or seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ ______________________ 36-
(WRITE IN) 37-

None 00

-d) And how many people in your travel party who are under 16 years of age are permanent or seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 ______________________ 38-
(WRITE IN) 39-

None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN THE TRAVEL PARTY IS 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN PARTY IS 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your travel party. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY: ____________________
ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON. IF THIS PERSON IS UNAVAILABLE, ATTEMPT TO CONDUCT INTERVIEW LATER.

RE-INTRODUCE YOURSELF IF NECESSARY

4. (HAND CARD 2) Please look at this map of the four Parks. Do *you* personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time	40-	1	
Plan to return		2	THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF YOU ARE UNABLE TO INTERVIEW PERSON WITH NEXT BIRTHDAY, CIRCLE BELOW AND SAVE THIS SCREENER.

SELECTED RESPONDENT UNAVAILBLE 41- 1 SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 42- 1 SAVE SCREENER

43/45 BLANK

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY). 46- 47- 48-

____________	____________	____________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

6-a) What is the furthest place from home you have visited or will visit on this trip? 49- 50- 51-

____________	____________	____________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

-b) Is the National Parks System the main destination of your trip?

Yes	52- 1
No	2

-c) (HAND CARD 3) Which one of the descriptions listed on this card best describes the main purpose of your entire trip? RECORD ONE ONLY BELOW.

Business:	Attend a special meeting like a conference, convention, seminar or trade show	53-1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
	Other (SPECIFY) ______________________	

(HAND CARD 2 AGAIN)

7-a) CIRCLE CODE 2 BESIDE THE PARK IN WHICH YOU ARE INTERVIEWING AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK:
Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

	NO	YES
Banff National Park	54- 1	2
Jasper National Park	55- 1	2
Yoho National Park	56- 1	2
Kootenay National Park	57- 1	2

-b) FOR EACH PARK ENTERED IN Q.7-A), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58- 1	59- 1	60- 1	61- 1
No	2	2	2	2

-c) FOR EACH PARK ENTERED IN Q.7-a), ASK:
While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF SPENT TIME IN ANY PARK (ANY CODE 1 CIRCLED) SKIP TO VISITOR SECTION (Q.12 TO END).

IF SPENT NO TIME IN ANY PARK (NO CODE 1 CIRCLED), ASK Q.7-d).

-d) Did you or anyone in your immediate travel party stop at all in the Parks to purchase any food or gas or spend any money?

No	66- 2	GO TO PASS-THROUGH SECTION (Q.8-11)
Yes	1	

-e) And in which Parks did you do that?

Banff National Park	67- 1
Jasper National Park	2
Yoho National Park	3
Kootenay National Park	4

NOW SKIP TO VISITOR SECTION (Q.12 TO END)

PASS-THROUGH SECTION

8. How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY	000	68- 69-
NUMBER OF NIGHTS	______________ (WRITE IN)	70-

9. (REFER RESPONDENT TO CARD 2 AGAIN)

Please show me exactly where you entered the National Parks system for the first time on this trip away from home? RECORD CODE FROM MAP FOR POINT OF ENTRY.

Location 1	(HWY 16 - EAST GATE)	71- 1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6
CAN'T REMEMBER		9

(HAND CALENDAR - CARD 4)

10. What was the date of this first entry into the National Parks System? This calendar may help you recall the date if you cannot easily remember. RECORD DATE BELOW.

______________ Day	______________ Month	72- 73- 74- 75-

11. And was that...(READ LIST)?

	Between 6 a.m. and 12 noon	76- 1
	From noon to six o'clock p.m.	2
	Between 6.p.m. and midnight	3
or	From midnight to 6 a.m.	4
	CAN'T REMEMBER	9

NOW SKIP TO DEMOGRAPHICS SECTION (Q.21 TO END)

VISITOR SECTION

5-3
6-2

CHECK BACK TO Q.6-b), PAGE 3. IF NATIONAL PARKS SYSTEM IS MAIN DESTINATION, SKIP TO Q.12-b). OTHERWISE ASK Q.12-a).

12-a) (HAND CARD 3 AGAIN)
Which one of the descriptions listed on this card best describes the main purpose of your trip to the National Parks? (RECORD ONE PURPOSE ONLY)

Business:	Attend a special meeting like a conference, convention, seminar or trade show	13-	1
	Other Business		2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.		3
	Errands: e.g. shopping, banking, doctor, etc.		4
Pleasure:	Vacation		5
	Recreational day-use		6
	Visit vacation home		7
Just Passing Through			8

-b) How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY	000 SKIP TO Q.14	14-
		15-
NUMBER OF NIGHTS	__________ (WRITE IN)	16-

-c) And how many nights, in total, did you spend in the National Parks since leaving home on this trip?

SPENT NO NIGHTS IN THE PARKS	000 SKIP TO Q.14	17-
		18-
NUMBER OF NIGHTS IN THE PARKS	__________ (WRITE IN)	19-

13-a) What was the name and location of the accommodation you used for your first (second/third/etc.) overnight stop in the Parks?

-b) (HAND CARD 5.) In which of the accommodation types listed here did you stay in READ LOCATION?. IF MORE THAN ONE TYPE OF ACCOMMODATION IN ANY LOCATION, RECORD EACH TYPE ON SEPARATE LINES.

-c) And how many nights did you stay in a READ ACCOMMODATION there? (ASK FOR EACH ACCOMMODATION TYPE USED. REPEAT -a), -b) AND -c) FOR NEXT OVERNIGHT STOP AND ALL SUBSEQUENT OVERNIGHT STOPS IN THE PARK. CONTINUE UNTIL ALL NIGHTS MENTIONED IN Q.12-c) ACCOUNTED FOR.)

Legend

1. Hotel/motel/resort lodge
2. Commercial cottage/cabin
3. Bed and Breakfast
4. Youth Hostel
5. Campsite/trailer park
6. Back country camping
7. Friends/relatives/own vacation home

	-a) Name And Location	-b) Type Of Accommodation	-c) # Nights	
20-	____________	22- 1 2 3 4 5 6 7	________	23-
26-	____________	28- 1 2 3 4 5 6 7	________	29-
32-	____________	34- 1 2 3 4 5 6 7	________	35-
38-	____________	40- 1 2 3 4 5 6 7	________	41-
44-	____________	46- 1 2 3 4 5 6 7	________	47-
50-	____________	52- 1 2 3 4 5 6 7	________	53-
56-	____________	58- 1 2 3 4 5 6 7	________	59-
62-	____________	64- 1 2 3 4 5 6 7	________	65-

CHECK THAT TOTAL NUMBER OF NIGHTS IN Q.13-c) EQUALS NUMBER OF NIGHTS IN Q.12-c).

The following questions are about expenditures made by all the people in your travel party.

Can you provide me with the trip expense information for your travel party?

Yes 68- 1

No 2

Who is the person in your travel party who could best give me that information?

____
(WRITE IN NAME)

ATTEMPT TO HAVE THIS PERSON PARTICIPATE IN THE INTERVIEW TO PROVIDE EXPENDITURE INFORMATION ONLY (EXPLAIN PURPOSE OF STUDY BY READING INTRODUCTION ON PAGE 1). AFTER YOU HAVE COLLECTED EXPENDITURE INFORMATION (Q.14-18) CONTINUE THE INTERVIEW WITH ORIGINAL RESPONDENT AT Q.19 TO END OF INTERVIEW.

IF PERSON KNOWLEDGEABLE ABOUT EXPENDITURES NOT AVAILABLE/ UNCOOPERATIVE, SKIP DIRECTLY TO Q.19 AND CONTINUE WITH ORIGINAL RESPONDENT.

KNOWLEDGEABLE RESPONDENT NOT AVAILABLE/UNCOOPERATIVE 69- 1 SKIP TO Q.19

EXPENDITURE INFORMATION FROM INDIVIDUAL OTHER THAN RESPONDENT 2

READ: The following questions are about expenditures made by all the people in your travel party. CONTINUE WITH Q.14

14-a) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No 70- 1 SKIP TO Q.18

Yes 2

(HAND CARD 6)

14-b) Did anyone purchase a pre-paid package for this trip which included at least two of the items shown on this card?

No	71-	1 SKIP TO Q.17
Yes		2

15-a) Which of the items on this card were included in the pre-paid package?

TRANSPORTATION			
By Air	72-	1	
By Train		2	
By Bus		3	
By Boat		4	
ACCOMMODATION		5	IF NONE CIRCLED SKIP TO Q.16
FOOD/BEVERAGE		6	
ENTERTAINMENT/ACTIVITIES/ SIGHTSEEING/TOURS/LIFT TICKETS ETC.		7	
AUTO RENTAL (PICKED UP IN THE PARKS)		8	
AUTO RENTAL (PICKED UP ELSEWHERE)		9	

-b) IF TRANSPORTATION (AIR, TRAIN, BUS OR BOAT) MENTIONED IN Q.15-a), ASK: Where did you first board the transportation which was included in your package? 73- 74- 75-

(NEAREST CITY/TOWN)	(PROVINCE/STATE)	(COUNTRY)

-c) How many nights in total were included in the price of this package? (WRITE IN) 76- 77- 78-

______________________ (NUMBER OF NIGHTS) IF NO NIGHTS, SKIP TO -e)

-d) And how many of these nights were spent in the Parks? 13- 14- 15-

5-3 ______________________ IF NO NIGHTS, SKIP TO -c)

6-3 NUMBER OF NIGHTS IN PARKS)

-e) What was the total amount paid for all people in your travel party for the pre-paid package? When you tell me the cost, please tell me whether it is in Canadian, U.S., or some other currency.

Amount	Can.	U.S.	Other (SPECIFY)	16-
$______________	20-1	2	______________	

-f) And, how many people, including children, does this amount cover? 21- 22-

______________________ (WRITE IN NUMBER)

16. Were any other items prepaid for this trip to the Parks?

Yes 23- 1

No 2 SKIP TO Q.18

17-a) (HAND RESPONDENT CARD 7) Which of the items on this card were paid for before you entered the National Parks, but were not purchased as a part of a package or tour? RECORD UNDER Q.17-a) ON GRID BELOW.

FOR EACH ITEM PRE-PAID SEPARATELY, ASK Q.17-b) TO Q.17-e).

-b) What was the total amount paid in advance for all people in your travel party for (READ ITEM FROM Q.17-a)? RECORD UNDER Q.17-b) ON GRID BELOW.

-c) Is that in Canadian, U.S. or some other currency? RECORD UNDER Q.17-c) ON GRID BELOW.

		Q.17-a)	Q.17-b)	Q.17-c) CURRENCY			
		ITEM	AMOUNT	CAN.	U.S.	OTHER (SPECIFY)	
AUTO RENTAL (PICKED UP IN THE PARKS)	24-	1	$________	1	2	______	25-
*ACCOMMODATION		2	$________	1	2	______	29-
*FOOD/BEVERAGE		3	$________	1	2	______	33-
*ENTERTAINMENT/ ACTIVITIES/ SIGHTSEEING/ TOURS/LIFT TICKETS		4	$________	1	2	______	37-
NONE OF THESE		5 SKIP TO Q.18					

*FOR EACH ASTERISKED ITEM ASK -d) AND -e).

-d) How many nights in total were included in the price of the prepaid (READ ITEM) ?. RECORD UNDER -d) BELOW. IF NO NIGHTS INCLUDED, DO NOT ASK Q.17-e).

-e) And how many of these nights were spent in the Parks? RECORD UNDER -e) BELOW.

	-d) TOTAL NIGHTS		-e) NIGHTS IN PARKS	
Accommodation	____________	41-	______________	50-
Food/Beverage	____________	44-	______________	53-
Entertainment	____________	47-	______________	56-

18-a) (HAND CARD 8) For each expenditure category on this card, please tell me, in Canadian dollars, the total amount spent within the Parks by everyone in your travel party since leaving home? Include all purchases made by cash, credit card, traveller's cheque and cheque. (IF APPLICABLE: However, do not include the prepaid expenses we have already discussed.)

How much was spent by everyone in your travel party for...? RECORD AMOUNT AND CURRENCY TYPE FOR EACH CATEGORY LISTED.

		NONE	AMOUNT IN CANADIAN $	OTHER CURRENCY (SPECIFY)	
Lodging in the Parks, excluding camping/trailer park	59-	01	$________	__________	61-
Camping fees		02	$________	__________	65-
Food and beverages bought in restaurants in the Parks		03	$________	__________	69-
Groceries & Beverages bought in stores in the Parks		04	$________	__________	73-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Parks		05	$________	__________	77-
Transportation within the Parks including shuttle buses, taxis, etc.		06	$________	__________	5-3 6-4 13-
Auto Rental for vehicles picked up in the Parks		07	$________	__________	17-
Recreation & Entertainment including tours, tickets, equipment rentals, etc.		08	$________	__________	21-
Conference or convention registration fees		09	$________	__________	25-
Park entrance fees/licence fees		10	$________	__________	29-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc.	60-	11	$________	__________	33-

IF RETAIL PURCHASES MORE THAN $300 CANADIAN OR $200 U.S., ASK:

-b) Did you or anyone in your travel party purchase any individual items which cost more than $300 Canadian (or $200 U.S.)?

No	37-	1 SKIP TO Q.19
Yes		2

-c) What were those items and how much did each cost? RECORD BELOW.

	ITEM	AMOUNT	
38-	__________	__________	44-
40-	__________	__________	48-
42-	__________	__________	52-

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ASK:

18-d) Please just give me your best estimate of the total amount spent by everyone in your travel party while in the National Parks system for the items shown on the card. RECORD AMOUNT AND CURRENCY BELOW. 56-

TOTAL ESTIMATE $__________________ (AMOUNT) __________________ (CURRENCY) 60-

NOW COMPLETE REMAINING QUESTIONS WITH ORIGINAL RESPONDENT ONLY.

REFER BACK TO Q.7-a). IF RESPONDENT ENTERED BANFF AND/OR JASPER NATIONAL PARKS, ASK Q.19-a), -b) AND -c), OTHERWISE SKIP TO Q.20.

19-a) What attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip? (RECORD VERBATIM)

____ 61-

____ 62-

____ 63-

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as (READ LIST)...?

	Excellent	64- 1
	Very Good	2
	Good	3
	Fair	4
or	Poor	5
	DON'T KNOW	9

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (RECORD VERBATIM)

____ 65-

____ 66-

____ 67-

20-a) (HAND CARD) Which of the statements on this card best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip?

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	68- 1
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	2
	I had to reschedule my plans to visit the Parks because of the Olympics	3
OR	The Olympics had nothing to do with my decision to visit the Parks	4

DEMOGRAPHICS SECTION

I just have a few more questions to help us classify the information.

21. HAND CARD 9. Please tell me the age and sex of everyone in your travel party, starting with yourself and then continuing from oldest to youngest. Please just tell me the letter beside the appropriate age category.

	Respondent		All other members of travel party						
			1	2	3	4	5	6	7
A 0-5 years	69-1		71-1	73-1	75-1	13-1	15-1	17-1	19-1
B 6-15 years	2		2	2	2	2	2	2	2
C 16-19 years	3		3	3	3	3	3	3	3
D 20-24 years	4		4	4	4	4	4	4	4
E 25-34 years	5		5	5	5	5	5	5	5
F 35-44 years	6		6	6	6	6	6	6	6
G 45-54 years	7		7	7	7	7	7	7	7
H 55-64 years	8		8	8	8	8	8	8	8
I 65-74 years	9		9	9	9	9	9	9	9
J 75 years or over	0		0	0	0	0	0	0	0
SEX		5-3 6-5							
Male	70-1		72-1	74-1	76-1	14-1	16-1	18-1	20-1
Female	2		2	2	2	2	2	2	2

22 HAND CARD 10. Which letter best describes the last year of schooling you completed?

A	Some elementary/grade school	21- 1
B	Completed elementary/grade school	2
C	Some high school/secondary school	3
D	Completed high school/secondary school	4
E	Technical or vocational school/ Community College/CEGEP	5
F	Some University	6
G	Completed University	7
H	Post Graduate courses/degree	8

23. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CHECK BOX)

______________________ IN ______________________ 22-

(TYPE OF JOB) (TYPE OF COMPANY)

[] RETIRED

24. Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME:____

ADDRESS: ____

CITY/TOWN: ____________________ PROVINCE/STATE:__________

POSTAL/ZIP CODE:____23-

IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

____________________ ____________________

AREA CODE TELEPHONE NUMBER

IF RESPONDENT IS PASS-THROUGH (Q.8 TO 11), DO NOT GIVE MAILBACK. SAY:

Thank you very much for your co-operation. In appreciation we would like you to have this Alberta souvenir.

IF RESPONDENT IS VISITOR (Q.12 TO 20), SAY:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us.

The envelope provided is already addressed and stamped for your convenience. Your answers will help to improve park services and facilities in the future.

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

29/34

CARD 1

(Q.2-A)

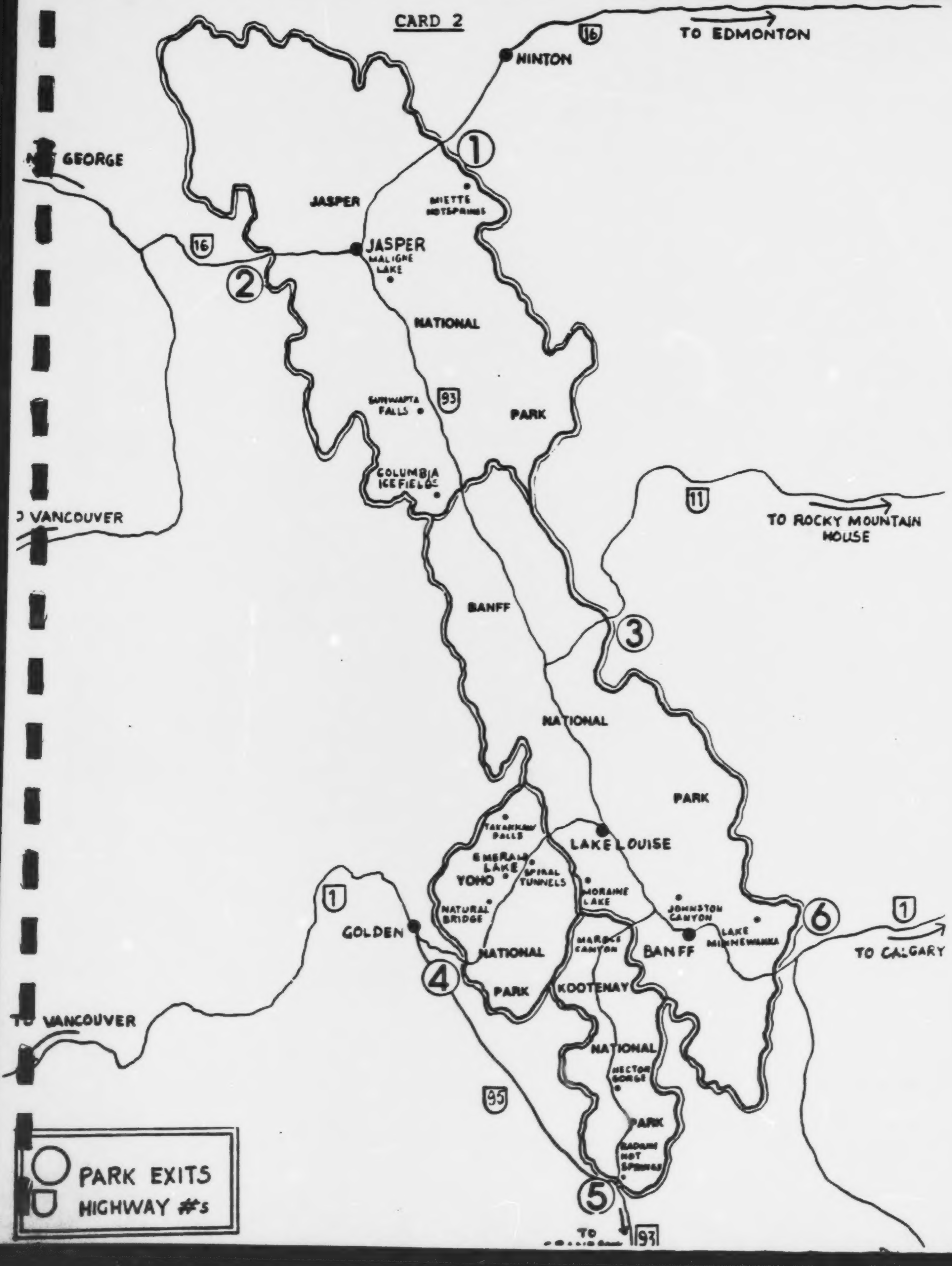
2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY

3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS

4 COMMUTING TO OR FROM WORK OR SCHOOL

5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS

CARD 2



TO EDMONTON
16
HINTON
1
GEORGE
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
VANCOUVER
11
TO ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
NATURAL BRIDGE
1
GOLDEN
JOHNSTON CANYON
LAKE MINNEWANKA
6
1
MARBLE CANYON
NATIONAL
BANFF
TO CALGARY
4
PARK
KOOTENAY
TO VANCOUVER
NATIONAL
VERMILION CROSSING
95
PARK
RADIUM HOT SPRINGS
PARK EXITS
HIGHWAY #s
5
TO
93

CARD 3

(Q.6-C, Q.12-A)

BUSINESS:	ATTENDING A SPECIAL MEETING LIKE A CONFERENCE, CONVENTION, SEMINAR OR TRADE SHOW
	OTHER BUSINESS
PERSONAL:	FAMILY AFFAIRS: E.G. VISITING FRIENDS OR RELATIVES, WEDDINGS, FUNERALS, ETC.
	ERRANDS: E.G. SHOPPING, BANKING, DOCTOR, ETC.
PLEASURE:	VACATION
	RECREATIONAL DAY-USE
	VISITING VACATION HOME

CARD 4
(Q.10)

1987

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1988

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CARD 5

(Q.13-B)

1. HOTEL, MOTEL, RESORT OR LODGE
2. COMMERCIAL COTTAGE OR CABIN
3. BED AND BREAKFAST ESTABLISHMENT
4. YOUTH HOSTEL
5. CAMPSITE OR TRAILER PARK
6. BACK COUNTRY CAMPING
7. WITH FRIENDS OR RELATIVES OR AT YOUR OWN VACATION HOME

CARD 6
(Q.14-B)

TRANSPORTATION:

BY AIR

BY TRAIN

BY BUS

BY BOAT

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS, OR LIFT TICKETS, ETC.

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS)

AUTO RENTAL (PICKED UP ELSEWHERE)

CARD 7
(Q.17-A)

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS OR LIFT TICKETS

NONE OF THESE

CARD 8
(Q.18-A)

LODGING IN THE PARKS, EXCLUDING CAMPING OR TRAILER PARK

CAMPING FEES

FOOD AND BEVERAGES BOUGHT IN RESTAURANTS, HOTELS OR BARS IN THE PARKS

GROCERIES & BEVERAGES BOUGHT IN STORES IN THE PARKS

VEHICLE GAS & OIL, MAINTENANCE OR REPAIRS BOUGHT FROM STATIONS WITHIN THE PARKS

TRANSPORTATION WITHIN THE PARKS, INCLUDING SHUTTLE BUSES, TAXIS, ETC.

AUTO RENTAL FOR VEHICLES PICKED UP IN THE PARKS

RECREATION & ENTERTAINMENT INCLUDING TOURS, TICKETS, EQUIPMENT RENTALS, ETC.

CONFERENCE OR CONVENTION REGISTRATION FEES

PARK ENTRANCE FEES/LICENCE FEES

RETAIL STORE PURCHASES, SUCH AS SOUVENIRS, EQUIPMENT, FILM, CLOTHING, ETC.

CARD FOR Q.20

1 I VISITED THE PARKS BECAUSE I WAS IN THE AREA TO HELP STAGE, COVER OR PARTICIPATE IN OLYMPIC EVENTS

2 THINGS I SAW OR HEARD ABOUT IN CONNECTION WITH THE OLYMPICS MADE ME WANT TO VISIT THE PARKS

3 I HAD TO RESCHEDULE MY PLANS TO VISIT THE PARKS BECAUSE OF THE OLYMPICS

OR 4 THE OLYMPICS HAD NOTHING TO DO WITH MY DECISION TO VISIT THE PARKS

CARD 9

(Q.21)

A	0-5 YEARS
B	6-15 YEARS
C	16-19 YEARS
D	20-24 YEARS
E	25-34 YEARS
F	35-44 YEARS
G	45-54 YEARS
H	55-64 YEARS
I	65-74 YEARS
J	75 YEARS OR OVER

CARD 10
(Q.22)

A	SOME ELEMENTARY OR GRADE SCHOOL
B	COMPLETED ELEMENTARY OR GRADE SCHOOL
C	SOME HIGH SCHOOL OR SECONDARY SCHOOL
D	COMPLETED HIGH SCHOOL OR SECONDARY SCHOOL
E	TECHNICAL OR VOCATIONAL SCHOOL, COMMUNITY COLLEGE OR CEGEP
F	SOME UNIVERSITY
G	COMPLETED UNIVERSITY
H	POST GRADUATE COURSES OR DEGREE

CHARTERED MOTORCOACH QUESTIONNAIRE

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

NATIONAL PARKS VISITOR SURVEY

Dear Tour Guide:

Ruston/Tomany & Associates, a market research firm, is conducting a study on behalf of the Governments of Canada, Alberta and British Columbia. The information from this study will be used to help plan the future of the Parks and to ensure that the facilities are provided which make the Parks attractive to tourists from all parts of the world.

As part of our study, we wish to obtain information from visitors travelling on charter bus tours. We recognize that this is an extremely important sector of the visitor market and we want to make sure that the opinions of tour bus passengers are included in our study. In order to do this, we are distributing self-completion questionnaires to a sample of bus tour passengers as they board their motorcoach on the day they are leaving the Parks. Passengers on your tour may be approached as they board their bus, by Ruston/Tomany interviewers, and given questionnaires to complete and mail back to us. Postage paid envelopes are being provided for the return mailing. When distributing the questionnaires, our interviewers will not impede the progress of your group nor delay your departure.

We would greatly appreciate your cooperation in this matter. It would be most helpful if you would encourage passengers to complete the questionnaires and to mail them on the same day as they receive them.

Thanking you in anticipation of your assistance.

Yours sincerely,

Denis Tomany
President

DT:as

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416 977-1533

Ruston/Tomany & Associates Ltd.

Dear Visitor:

Ruston/Tomany & Associates, a market research firm, is conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks - Banff, Jasper, Yoho and Kootenay. The information from this study will be used to help plan the future of the Parks.

Could you please take a few moments to complete the two attached questionnaires and return them to us in the postage-paid envelope provided.

It is important that only one member of your travel party completes the questionnaires (by travel party we do not mean everyone on your bus). Please read questions 1 and 2 on the Charter Questionnaire (on long paper) to determine who, in your travel party, should be completing the questionnaires.

Since some of the questions are about expenditures in the Parks, please complete the questionnaire after your bus has stopped for the last time in the Parks.

Please mail the completed questionnaires today -- either when you arrive at your hotel or from the airport if you are flying out today. Postage is already paid so you do not have to put stamps on the envelope if it is mailed in Canada or the U.S.

Finally, I would like to thank you for your co-operation and hope that you had a very enjoyable visit to the Parks.

Yours sincerely,

D. T

Denis Tomany
President

DT:as

Ruston/Tomany & Associates Ltd. R/T 19151
5-4

CHARTER QUESTIONNAIRE

6-1
7-1

Hello, I am from Ruston/Tomany & Associates, a market research firm. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay. Would you please take a few minutes to complete this questionnaire?

19/

1. How many people in your travel party are 16 years or older and how many are under 16 years? By travel party I do not mean everyone on your bus (WRITE IN BELOW).

16 years or older ____________________ 20-
WRITE IN NUMBER 21-

Under 16 years old ____________________ 22-
WRITE IN NUMBER 23-

2. Of all the people 16 years or over in your travel party, whose birthday is next? (WRITE IN FIRST NAME BELOW).

WRITE IN FIRST NAME: ________________________________

Please ask the person whose name you wrote in at question 2 to complete the rest of the questionnaire.

For most of the remaining questions, you will be provided with several choices with a number next to each one. Please just circle the number beside the answer you choose. For example:
My favourite colour is...

Red	[✓ 1]
Green	2
Blue	3
Yellow	4

24/45

3. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/ STATE, COUNTRY).

46-
47-
________________ ________________ ________________
CITY OR TOWN PROVINCE OR STATE COUNTRY 48-

4. What is the furthest place from home you have visited or will visit on this trip?

49-
50-
________________ ________________ ________________
CITY OR TOWN PROVINCE OR STATE COUNTRY 51-

5. Is the National Park System the main destination of your trip? 52-

Yes	1
No	2

53/

6. Please look at the map and indicate whether or not you entered each of the four National Parks since leaving home on this trip? (PLEASE CIRCLE ONE NUMBER FOR EACH PARK).

	DID NOT ENTER AT ALL	ENTERED	
Banff National Park	1	2	54-
Jasper National Park	1	2	55-
Yoho National Park	1	2	56-
Kootenay National Park	1	2	57-

58/80

5-4
6-[illegible]
13/

7. How many nights, if any, will you be away from home on this entire trip?

14-
NUMBER OF NIGHTS (ENTIRE TRIP) ________________ 15-
WRITE IN 16-

8. And how many nights in total, did you spend in the National Parks since leaving home on this trip?

17-
NUMBER OF NIGHTS IN THE PARKS ________________ 18-
WRITE IN 19-

9. We are interested in the overnight accommodations you used in the Parks. For each overnight stop you made at a different accommodation in the Parks, please write in the name and location of the accommodation, the type of accommodation it was and the number of nights you stayed there.

Legend - TYPE OF ACCOMMODATION

1) Hotel/Motel/Resort/Lodge
2) Commercial cottage/cabin
3) Bed and breakfast
4) Youth Hostel
5) Campsite/trailer park
6) Back country camping
7) Friends/relatives/own vacation home

	OVER-NIGHT STOP	NAMES AND LOCATIONS OF ACCOMMODATION (WRITE IN BELOW)	TYPES OF ACCOMMODATION (REFER TO LEGEND TO CIRCLE THE APPROPRIATE NUMBER BELOW)	NUMBER OF NIGHTS STAYED THERE (WRITE IN NUMBER)
20-	FIRST:	______	1 2 3 4 5 6 7	______
26-	SECOND:	______	1 2 3 4 5 6 7	______
32-	THIRD:	______	1 2 3 4 5 6 7	______
38-	FOURTH:	______	1 2 3 4 5 6 7	______
44-	FIFTH:	______	1 2 3 4 5 6 7	______
50-	SIXTH:	______	1 2 3 4 5 6 7	______
56-	SEVENTH:	______	1 2 3 4 5 6 7	______
62-	EIGHTH:	______	1 2 3 4 5 6 7	______

68/69

IF YOU ARE NOT THE PERSON IN YOUR TRAVEL PARTY WHO IS MOST KNOWLEDGEABLE ABOUT YOUR PARTY'S TRAVEL EXPENSES, PLEASE ASK THAT PERSON TO HELP YOU ANSWER THE NEXT FEW QUESTIONS ON TRIP EXPENDITURES.

10. Were any of your expenses for this trip to the Parks paid for before you entered the National Parks?

Yes 1 70/
No 2 PLEASE GO TO Q.14 71/80

5-4
6-3

11-a) Please indicate below the items which you prepaid before you entered the Parks. (CIRCLE APPROPRIATE NUMBER UNDER COLUMN a).

-b) For each item prepaid indicate whether it was part of a package (i.e. 2 or more items purchased together) or was prepaid separately. (CIRCLE APPROPRIATE NUMBERS UNDER COLUMN -b).

-c) For each item prepaid separately (not part of a package), please write in the total amount paid. WRITE IN THE AMOUNT AND THE CURRENCY (E.G. FRANC, DEUTSCHEMARK, YEN, U.S. DOLLARS, CANADIAN DOLLARS, ETC.).

	-a)	-b)		-c) FOR ITEMS PAID SEPARATELY ONLY RECORD		10- 11-
	ITEMS PREPAID	PACKAGE	SEPARATELY	AMOUNT	CURRENCY	12-
Accommodation	1	1	1	$______	________	13-
Food/beverages	2	2	2	$______	________	17-
Entertainment, activities, sightseeing tours, lift tickets	3	3	3	$______	________	21-
Auto rental picked up in the Parks	4	4	4	$______	________	25-
Auto rental picked up outside the Parks	5	5	5	$______	________	29-
Transportation	6	6	6	$______	________	33-
None of these	9 PLEASE GO TO Q.14					

IF YOU PREPAID ITEMS AS PART OF A PACKAGE PLEASE ANSWER QUESTION 12. OTHERWISE GO TO QUESTION 13.

12-a) What was the total amount paid for all people in your travel party for the prepaid package? WRITE IN AMOUNT AND CURRENCY.

$______________________ AMOUNT ______________________ CURRENCY 37-

-b) How many nights in total were included in your prepaid package and how many of those nights were spent in the Parks?

______________________ NIGHTS IN TOTAL 41-
______________________ NIGHTS SPENT IN PARK 44-

-c) If transportation was included in your prepaid package, please write in where you first boarded this transportation. 47- 48- 49-

______________________ (NEAREST) CITY/TOWN
______________________ PROVINCE/STATE
______________________ COUNTRY

13. IF YOU PREPAID ACCOMMODATION SEPARATELY (NOT AS PART OF A PACKAGE), PLEASE ANSWER QUESTION 13. OTHERWISE GO TO QUESTION 14.

How many nights in total did this prepaid accommodation cover and how many of those nights were spent in the Parks?

50-
53-

________________	________________	
TOTAL NIGHTS PREPAID	NIGHTS IN PARK	
		56-58/

14. For each expenditure category listed below, please indicate the total amount spent within the Parks by everyone in your travel party during the entire visit in the Parks. Include all purchases made by cash, credit card, traveller's cheque and cheque. However, do not include any prepaid expenses listed in the previous questions.

How much was spent by everyone in your travel party for...? RECORD AMOUNT IN CANADIAN DOLLARS FOR EACH CATEGORY LISTED BELOW. IF YOU DON'T KNOW THE AMOUNT IN CANADIAN CURRENCY WRITE IN AMOUNT AND SPECIFY THE APPROPRIATE CURRENCY IN THE SPACE PROVIDED.

	IF NONE CHECK BOX	AMOUNT IN CANADIAN $	OTHER CURRENCY (PLEASE SPECIFY CURRENCY AMOUNT AND TYPE)	59- 60-
Lodging in the Parks, excluding camping/trailer park	☐	$________	________	61-
Camping fees	☐	$________	________	65-
Food and beverages bought in restaurants or hotels or bars in the Parks	☐	$________	________	69-
Groceries & Beverages bought in stores in the Parks	☐	$________	________	73-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Parks	☐	$________	________	77- 5-4 6-4
Transportation within the Parks including shuttlebuses, taxis, etc.	☐	$________	________	13-
Auto Rental for vehicles picked up in the Parks	☐	$________	________	17-
Recreation & Entertainment including tours, tickets, equipment rentals, etc., bought in the Parks	☐	$________	________	21-
Conference or convention registration fees in the Parks	☐	$________	________	25-
Park entrance fees/licence fees	☐	$________	________	29-
Retail store purchases, such as souvenirs, equipment, film clothing, etc., bought in Parks	☐	$________	________	33-
Approximate Total		$________	________	37-56

57-

15-a) Please write in your own words what attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip?

______________________________ 61-

______________________________ 62-

______________________________ 63-

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as...? CIRCLE ONE ANSWER.

	Excellent	1	64-
	Very Good	2	
	Good	3	
	Fair	4	
or	Poor	5	

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (WRITE IN BELOW)

______________________________65-

______________________________66-

______________________________67-

16. Which of the following statements best describes what impact the staging of the 1988 Winter Olympics had on your decision to make this trip? CIRCLE ONE ANSWER.

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	1	68-
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	2	
	I had to reschedule my plans to visit the Parks because of the Olymics	3	
OR	The Olympics had nothing to do with my decision to visit the Parks	4	

17. Please record the age and sex of everyone in your travel party, including yourself. Write in your own age and sex on the first line.

	AGE		SEX		
			MALE	FEMALE	
You:	______	years	1	2	69-
	______	years	1	2	71-
	______	years	1	2	73-
	______	years	1	2	75-
	______	years	1	2	77- 6-5
	______	years	1	2	13-
	______	years	1	2	15-
	______	years	1	2	17-

19/21

18. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX).

______________________ IN ______________________ 22-

(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

19. Please write in your name and complete mailing address including postal/zip code.

RESPONDENT NAME: ______________________

ADDRESS: ______________________

CITY/TOWN: ____________ PROVINCE/STATE: ____________ 23-

COUNTRY: ______________________

POSTAL/ZIP CODE: ______________________

PHONE NUMBER: ____________ ____________

AREA CODE NUMBER

Thank you very much for completing this questionnaire. Please now complete the second questionnaire about what you did in the Parks and your opinions on the Parks and their facilities. When you have completed both questionnaires, please put them in the envelope provided.

PLEASE MAIL THESE QUESTIONNAIRES TODAY -- EITHER WHEN YOU ARRIVE AT YOUR HOTEL OR FROM THE AIRPORT IF YOU ARE FLYING OUT TODAY.

POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.

29/30

ATTITUDINAL MAILBACK QUESTIONNAIRE

Distributed To All Parks Visitors
In All Modes For Self-Completion

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany
& Associates Ltd.

Dear Respondent:

Thank you for taking the time to take part in the National Parks Visitor Survey. This mailback questionnaire will provide us with the additional information we require to get a complete and accurate record of your Park visit. The information you provide will be used to better the National Parks.

Your answers are extremely important, so please complete the questionnaire and return it in the stamped envelope provided.

Yours sincerely,

Denis Tomany
President

DT/ss

NATIONAL PARKS VISITOR SURVEY

Ruston/Tomany & Associates Ltd.

R/T 19151

5-5

6-1

7-1

A FEW INSTRUCTIONS BEFORE YOU BEGIN

Most questions are multiple choice, with a number next to each of the possible answers. To show your answer, just draw a circle around the number next to the answer that applies.

For example:

My favorite colour is...

Blue	1
Green	2
Red	[✓ 3]
Yellow	4

If more than one answer applies, then circle all appropriate numbers.

A few questions have blank spaces instead of answer numbers. Just complete these in your own words.

13-

IF YOU ONLY SPENT TIME IN YOHO OR KOOTENAY NATIONAL PARKS, PLEASE SKIP TO Q.10 ON PAGE 10. EVERYONE ELSE PLEASE COMPLETE THE ENTIRE QUESTIONNAIRE.

1. In the list below, please circle all the activities and programs in which you participated on this trip to Banff and/or Jasper National Parks. Please do not include activities or programs you participated in only in Yoho or Kootenay National parks. (REFER TO THE MAP AND CIRCLE AS MANY ITEMS AS APPLY).

Sightseeing by car	01
Sightseeing by bus	02
Viewing Wildlife	03
Birdwatching	04
Picnicking	05
Photography	06
Mountain Climbing	07
Ice Climbing	08
Jogging/Running	09
Hiking/Backpacking With Your Own Group Or By Yourself	10
Hiking With A Park Naturalist	11
Attending Park Interpretive Or Educational Programs	12
Attending Course At Banff Centre	13
Scientific Study And Research	14
Fishing	15
Swimming	16
Scuba Diving/Snorkelling	17
Scenic Boat Tours	18
Other Boating/Canoeing/ Kayaking/Sailing	19
River Rafting	20
Sailboarding/Windsurfing	21
Horseback/Trail-riding	22
Horsedrawn Carriage Ride	23
Bicycling	24
Golfing	25
Tennis	26
Shopping	27
Attending Movies	28
Attending Banff Festival Of The Arts	29
Attending Other Live Theatre/ Concerts/Art Exhibits	30
Visiting Museums/Historical Displays/Sites	31
Attending Sporting Events	32
Attending Other Festivals/ Events	33
Downhill Skiing	34
Cross Country Skiing	35
Skating	36
Snowshoeing	37
Horsedrawn Sleigh Rides	38
Dog Sledding	39
Columbia Icefield Snocoach	40
Resting/Relaxing	41
Visit Visitor Information Centre	42

Any Other Activities

(PLEASE WRITE IN)

____

____

Did Not Participate In Any Activities Or Programs 49

2. **Which of the attractions listed here did you personally visit in the Banff/Jasper Parks while on this trip?**

NATIONAL PARK ATTRACTIONS

TOWNSITES

Banff	01
Jasper	02
Lake Louise	03

LAKES IN BANFF

Bow Lake	04
Hector Lake	05
Lake Louise	06
Lake Minnewanka	07
Moraine Lake	08
Peyto Lake	09
Vermilion Lakes	10
Other Lake(s) In Banff	11
Lake(s) In Banff But Don't Know Name(s)	12

LAKES IN JASPER

Lake Edith And Annette or Lac Beauvert	13
Maligne Lake	14
Medicine Lake ("Disappearing Lake")	15
Patricia And Pyramid Lakes	16
Jasper or Talbot Lakes	17
Other Lake(s) In Jasper	18
Lake(s) In Jasper But Don't Know Name(s)	19

FALLS/SPRINGS IN BANFF

Bow Falls	20
Upper Hot Springs Pool	21
Cave And Basin Hot Springs And Centennial Centre	22
Other Falls/Springs In Banff	23
Falls/Springs In Banff But Don't Know Name(s)	24

FALLS/SPRINGS IN JASPER

Athabasca Falls	25
Miette Hot Springs	26
Punchbowl Falls	27
Sunwapta Falls	28
Other Falls/Springs In Jasper	29
Falls/Springs In Jasper But Don't Know Name(s)	30

GLACIERS/ICEFIELDS IN BANFF AND JASPER

Athabasca Glacier	31
Columbia Icefield	32
Stutfield Glacier	33
Crowfoot Glacier	34
Dome Glacier	35
Other Glaciers/Icefields In Banff And Jasper	36

OTHER NATURAL ATTRACTIONS IN BANFF

Cascade Garden (Banff National Park Building)	37
Castle Mountain	38
Hoodoos (Rock Spires)	39
Johnston Canyon	40
Saskatchewan River Crossing	41
Skoki Valley	42
Egypt Lake Area	43

OTHER NATURAL ATTRACTIONS IN JASPER

Goat Lookout	44
Maligne Canyon/Valley	45
Mount Edith Cavell	46
Valley Of The Five Lakes	47
Tonquin Valley	48
Skyline Trail	49

MUSEUMS/CENTRES IN BANFF

Banff Centre For Fine Arts	50
Banff National Park Museum (Wildlife Displays)	51
Luxton Museum (Indian Culture)	52
Natural History Museum (Geological)	53
Walter J. Phillips Art Gallery	54
Whyte Museum Of The Canadian Rockies (Art Displays)	55
Museums/Centres In Banff But Don't Know Name(s)	56

MUSEUMS/CENTRES/IN JASPER

Columbia Icefield Centre	57
The Den Wildlife Museum	58

HISTORICAL SITES IN BANFF AND JASPER

22-

Bankhead Coal Mine Ghost Town (Banff)	59
Silver City Plaque (Banff)	60
Banff Springs Hotel	61
Old Fort Point Cairn (Jasper)	62
Buffalo Paddock In Banff	63

GONDOLA LIFTS IN BANFF

Lake Louise Gondola Lift	64
Mount Norquay Scenic Lift	65
Sulphur Mountain Gondola Lift	66
Sunshine Village And Gondola	67

GONDOLA LIFTS IN JASPER

Jasper Tramway On Whistler's Mountain	68

SKI RESORTS IN BANFF

Lake Louise	69
Mount Norquay	70
Sunshine Village	71

SKI RESORTS IN JASPER

Marmot Basin	72

31-

3-a) While you were in the Parks, did you take a bus sightseeing tour of either Banff or Jasper National Park which originated in the Parks? (PLEASE CIRCLE ONE NUMBER ONLY)

No	1
Yes	2

IF YES

-b) Was that an overnight tour of the Park or was it a tour which began and ended on the same day? (PLEASE CIRCLE ONE NUMBER ONLY).

Overnight tour	1
Same day tour	2

4-a) What are some of the things you liked about the time you spent in Banff or Jasper National Parks? (PLEASE WRITE IN)

____

____

____

____

-b) What are some of the things you didn't like about the time you spent in Banff or Jasper National Parks? (PLEASE WRITE IN)

____

____

____

____

ANSWER QUESTION 5 IF YOU SPENT TIME IN BANFF NATIONAL PARK

5-a) Please indicate your level of satisfaction with Banff National Park on the following attributes, using a scale from one to seven, where one is very dissatisfied and seven is very satisfied. The more satisfied you were with the Park on the attributes shown, the higher the number you would choose, the less satisfied you were, the lower the number you would choose. CIRCLE ONE NUMBER FOR EACH STATEMENT.

	Very Dissatisfied			Neither Satisfied/ Dissatisfied			Very Satisfied	No Opinion/ Does Not Apply
1. Availability of suitable accommodation	1	2	3	4	5	6	7	9
2. Choice of restaurants/food and beverage services for you	1	2	3	4	5	6	7	9
3. Nightlife, theatre and entertainment	1	2	3	4	5	6	7	9
4. Public washroom facilities	1	2	3	4	5	6	7	9
5. Quality of food/ beverage	1	2	3	4	5	6	7	9
6. Comfort and cleanliness of accommodation	1	2	3	4	5	6	7	9
7. Shopping opportunities	1	2	3	4	5	6	7	9
8. Quality of camping	1	2	3	4	5	6	7	9
9. Quality of service	1	2	3	4	5	6	7	9
10. Wilderness protection and nature conservation	1	2	3	4	5	6	7	9
11. Friendliness, courtesy and hospitality of people working there	1	2	3	4	5	6	7	9
12 Overall cost	1	2	3	4	5	6	7	9

-b) In your opinon what, if anything, is special about Banff National Park which makes it different from other parks you have visited? WRITE IN BELOW.

____

____

ANSWER QUESTION 6 IF YOU SPENT TIME IN JASPER NATIONAL PARK

6-a) Please indicate your level of satisfaction with Jasper National Park on the following attributes, using a scale from one to seven, where one is very dissatisfied and seven is very satisfied. The more satisfied you were with the Park on the attributes shown, the higher the number you would choose, the less satisfied you were, the lower the number you would choose. CIRCLE ONE NUMBER FOR EACH STATEMENT.

	Very Dissat-isfied			Neither Satis-fied/ Dissat-isfied			Very Satis-fied	No Opinion/ Does Not Apply
1. Availability of suitable accommodation	1	2	3	4	5	6	7	9
2. Choice of restaurants/food and beverage services for you	1	2	3	4	5	6	7	9
3. Nightlife, theatre and entertainment	1	2	3	4	5	6	7	9
4. Public washroom facilities	1	2	3	4	5	6	7	9
5. Quality of food/ beverage	1	2	3	4	5	6	7	9
6. Comfort and cleanliness of accommodation	1	2	3	4	5	6	7	9
7. Shopping opportunities	1	2	3	4	5	6	7	9
8. Quality of camping	1	2	3	4	5	6	7	9
9. Quality of service	1	2	3	4	5	6	7	9
10. Wilderness protection and nature conservation	1	2	3	4	5	6	7	9
11. Friendliness, courtesy and hospitality of people working there	1	2	3	4	5	6	7	9
12. Overall cost	1	2	3	4	5	6	7	9

-b) In your opinon what, if anything, is special about Jasper National Park which makes it different from other parks you have visited? WRITE IN BELOW.

69-

7. Excluding this visit, in what year was your last visit to Banff or Jasper National Park? WRITE IN BELOW OR CHECK BOX.

____

YEAR

☐ NEVER VISITED BEFORE THIS TIME

8. Please indicate on the list below, what sources of information were used to plan your trip to Banff/Jasper National Parks. (PLEASE CIRCLE AS MANY AS APPLY).

I received literature or information before leaving on this trip from...

Travel Alberta..................................	01
Tourism Canada..................................	02
Parks Canada....................................	03
British Columbia................................	04
Canadian Government Office Outside Canada (example: embassy,consulate, trade or tourist office)................................	05
I received information from an information centre while on the trip................................	06
I received information at a travel show................	07
I consulted a travel agency and...	
Was provided with literature....................	08
Was provided with other information...............	09
I saw a T.V. advertisement..........................	10
I saw any other type of advertisement.................	11
I saw a travel article...............................	12
I saw a travel film..................................	13
I read a travel book.................................	14
Advice of friends or relatives........................	15
My own previous experience...........................	16
DIDN'T USE ANY INFORMATION SOURCES....................	17

73-

9. When did you make the final decision to visit the Banff/Jasper National Parks System? Please circle the number beside the month and write in the year in the space provided.

MONTH

January	01	July	07
February	02	August	08
March	03	September	09
April	04	October	10
May	05	November	11
June	06	December	12

YEAR

____
(WRITE IN)

5-5

EVERYONE PLEASE ANSWER ALL REMAINING QUESTIONS. 6-2

PLEASE REFER TO THE ENCLOSED MAP TO ANSWER QUESTION 10. 13-

10 Please indicate where you first entered the National Parks on your trip.

Location 1	(HWY 16 - EAST GATE)	1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6

-b) What was the date of this first entry?

______________________ Month

______________________ Day

-c) And about what time of day did you first enter the Parks System?

Between 6 a.m. and 12 noon	1
From noon to six o'clock p.m.	2
Between 6 p.m. and midnight	3
or From midnight to 6 a.m.	4

IF YOU LIVE OUTSIDE CANADA, ANSWER Q.11.

11. At what city, town or border crossing point did you enter Canada on this current trip?

______________________ CITY/TOWN/BORDER CROSSING

______________________ PROVINCE

22-

12. Thinking of your entire trip, including the time you spent in the Parks, which one trip type defined below best describes the kind of trip you took?

An outdoors vacation. A vacation in a natural area where you may engage in activities such as camping, fishing, hiking or rafting.	1
A resort vacation. A trip to a resort or resort area where a wide variety of activities, such as beaches, skiing, golfing, tennis and so on, are available close by or on the premises.	2
A close-to-home leisure trip. A trip to a place close to home where you can enjoy activities such as a beach, lake, seashore, or park.	3
A touring vacation. A vacation by car or bus or train through areas of scenic beauty, cultural or general interest.	4
A town or city trip. A trip to a town or city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around and enjoy the city.	5
A visit to friends or relatives. A trip whose primary purpose is to visit and spend time with friends or relatives.	6
A business or convention trip. For instance, attending a meeting, seminar, conference or convention.	7

13. Which category best describes the people who made up your immediate travel party on your trip to the Parks?

A Couple	1
Family/relatives	2
Friends	3
Business Associates	4
School Group	5
Club/Association/Convention Group	6
Senior's Group	7
By Myself	8

Other (SPECIFY) ______________________________

24-

14. Which of the following items of equipment did you have with you on your trip to the Parks? CIRCLE ALL ITEMS OF EQUIPMENT YOU HAD WITH YOU. (IF YOU DID NOT TAKE ANY OF THE LISTED EQUIPMENT WITH YOU, CHECK THIS BOX [] AND SKIP TO THE NEXT QUESTION).

Tent	01	Fishing equipment	13
Backpacking equipment	02	Snorkel/scuba equipment	14
Climbing equipment	03	Golf clubs	15
Hiking boots	04	Motorized Golf Cart	16
Field guides	05	Sailboard	17
Still camera	06	Bicycle	18
Movie camera	07	Motorcycle	19
Videotape camera	08	Boat	20
Binoculars/telescope	09	Canoe/Kayak	21
Downhill skis	10	All-Terrain-Vehicle (ATV)	22
Cross country skis	11	Snowmobile	23
Snowshoes	12	Other equipment	24

(SPECIFY):________________

____

15-a) Now please think about the people in your household, regardless of whether they travelled with you on your trip to the Parks.

How many people, including yourself and any infants, are in your household? (WRITE IN NUMBER)

____

-b) And how many, if any, are under six years old and how many are six to eighteen years old inclusive? (WRITE IN NUMBERS)

NUMBER UNDER SIX YEARS OLD ____________________________

NUMBER 6 TO 18 YEARS INCLUSIVE ____________________________

-c) Is the chief wage earner in the household under 45 years old or 45 years or over? (CHECK ONE BELOW)

Under 45 years 1

45 years or more 2

34-

16-a) Finally, to help us classify the information, would you please indicate which of the following general categories best describes your personal annual income before taxes and other deductions. (CIRCLE ONE NUMBER ONLY AND INDICATE CURRENCY).

Under $10,000	1
$10,000 - $14,999	2
$15,000 - $19,999	3
$20,000 - $29,999	4
$30,000 - $39,999	5
$40,000 - $49,999	6
$50,000 - $59,999	7
$60,000 - $69,999	8
$70,000 - $74,999	9
$75,000 or more	0

CURRENCY (CIRCLE ONE)

Canadian	1
U.S.	2

-b) And would you please indicate which of the following general categories best describes your total household income before taxes and other deductions. (CIRCLE ONE NUMBER ONLY AND INDICATE CURRENCY).

Under 10,000	1
$10,000 - $14,999	2
$15,000 - $19,999	3
$20,000 - $29,999	4
$30,000 - $39,999	5
$40,000 - $49,999	6
$50,000 - $59,999	7
$60,000 - $69,999	8
$70,000 - $74,999	9
$75,000 or more	0

CURRENCY (CIRCLE ONE)

Canadian	1
U.S.	2

38-

Are there any comments you would like to add, either negative or positive about the time you spent in the National Parks?

____

____

____

____

____

____

THANK YOU VERY MUCH FOR YOUR CO-OPERATION.

PLEASE PUT YOUR COMPLETED QUESTIONNAIRE IN THE

ENVELOPE PROVIDED AND MAIL IT BACK TO RUSTON/TOMANY & ASSOCIATES.

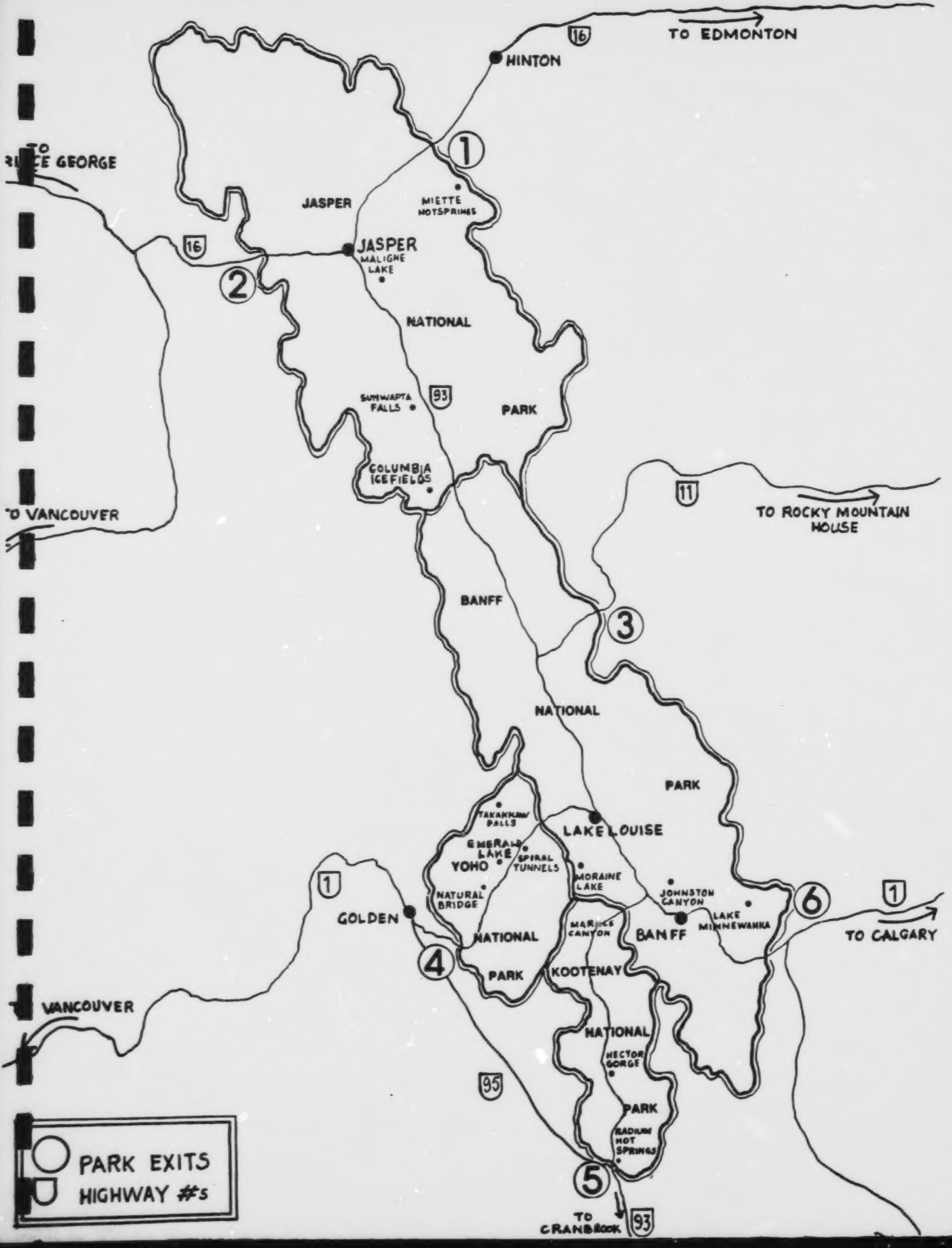
THE POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON

THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.

Ruston/Tomany & Associates
111 Elizabeth Street, 4th Floor,
Toronto, Ontario, M5G 1P7 (Canada)

(416) 977-1533

41/44


16
TO EDMONTON
HINTON
1
TO
E GEORGE
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
11
TO ROCKY MOUNTAIN HOUSE
O VANCOUVER
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
NATURAL BRIDGE
JOHNSTON CANYON
6
1
1
GOLDEN
MARBLE CANYON
BANFF
LAKE MINNEWANKA
TO CALGARY
NATIONAL
4
PARK
KOOTENAY
VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
PARK EXITS
HIGHWAY #s
5
TO CRANBROOK
93

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany
& Associates Ltd.

Dear Study Participant:

You recently took part in a research survey conducted in the National Parks. We very much appreciate the time you spent completing the in-Park portion of the survey. At the end of that interview you were given an additional questionnaire to complete and mail back to us. At the time of this mailing, we had not yet received your questionnaire. In case you have misplaced the original questionnaire we are enclosing a duplicate. Please complete this questionnaire and return it in the stamped envelope provided. If you have already returned your questionnaire, please just disregard this letter.

The information you provide on the time you spent in the Parks will be invaluable in planning for the future of the Parks.

Thank you for your cooperation.

Yours sincerely,

Denis T

Denis Tomany
President

Encl.

DT/ss

2nd Reminder mailing letter (sent to English-speaking Parks visitors from the U.S. and Canada who did not return their behavioural mailback questionnaire).

FOREIGN LANGUAGE QUESTIONNAIRES

SUMMER, FALL, SPRING

Instruction For Foreign Language Self Completion Questionnaires

Three foreign language versions of all questionnaires are available for this study. The languages are French, German and Japanese. If a visitor is having difficulty completing an English language questionnaire or cannot understand English, determine whether the respondent speaks any of the three available languages and use the appropriate questionnaire. If the selected respondent does not speak English, but one of the other party members does it is acceptable to use an English version of the questionnaire and use the English speaking member as a translator only if the selected person does not speak one of the three available foreign languages. If the respondent does speak one of the three, it is preferable to have him or her complete the foreign language version rather than rely on a third party to accurately translate the questions and answers.

If a respondent does not understand English or any of the three translated questionnaire languages, terminate the interview.

Hand the appropriate foreign language questionnaire to one adult in the party. The first few questions can be answered by any adult in the party. At question number three, a respondent will be chosen using the birthday method.

The respondent is to complete the questionnaire on his on her own. At two or three points during the beginning of the questionnaire (depending on the mode) the respondent may disqualify himself/herself and hand the questionnaire back to the interviewer as directed. Check that the respondent actually is disqualified according to his/her answers. For the highway, train and bus questionnaires, if the respondent has circled 'yes' in question 2-b) or 4 ('yes' is the second possible answer in each case) he/she is disqualified from the study. In the case of the charter questionnaire, if the respondent has answered 'no' (the second possible answer for either -a), -b) or -c) in question number one, then he/she is disqualified. As in all the other modes, if the respondent answers 'yes' in question 4, he/she is disqualified from the survey.

Question 3 asks whose birthday comes next and specifies that the person with the next birthday should complete the rest of the questionnaire. At this point, therefore, the person who has been completing the questionnaire may pass it to another travel party member to complete.

When the respondent has completed the questionnaire, check it over to see that questions appear to have been answered properly.

Hand the respondent the appropriate souvenir and thank him/her for participating in the study.

Finally, interviewers must complete the last page of the questionnaire for all attempted or completed interviews. For the highway version interviewers must indicate the mode of exit and any towed equipment. For all versions, interviewers must record respondent refusal (if applicable) as well as the location, date and time of the interview.

ENGLISH LANGUAGE SELF-COMPLETION
QUESTIONNAIRE

(Used to develop foreign-language and
winter self-completion questionnaires)

Ruston/Tomany & Associates Ltd. R/T 19151

HIGHWAY

Hello, I am from Ruston/Tomany & Associates, a market research firm. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay. Would you please take a few minutes to complete this questionnaire?

1. How many people in this vehicle are 16 years or older and how many are under 16 years? (WRITE IN BELOW)

   16 years or older ____________________ 20-
   WRITE IN NUMBER 21-

   Under 16 years old ____________________ 22-
   WRITE IN NUMBER 23-

2. Is anyone in this vehicle who is 16 years or older a permanent or seasonal resident of the National Parks? (PLEASE CHECK ONE BOX)

   No ☐ PLEASE CONTINUE ON WITH QUESTION 3 24-
   Yes ☐ PLEASE HAND QUESTIONNAIRE BACK TO TO THE INTERVIEWER

3. Of all the people 16 years or over in your vehicle, whose birthday is next? (WRITE IN FIRST NAME BELOW).

   WRITE IN FIRST NAME: ______________________________

Please ask the person whose name you wrote in at question 3 to complete the rest of the questionnaire.

For most of the remaining questions, you will be provided with several choices with a number next to each one. Please just circle the number beside the answer you choose. For example:

Red	1
Green	2
Blue	[✓ 3]
Yellow	4

4. Please look at the map of the four Parks provided with this questionnaire. Do *you* personally plan to return to areas within the Parks' boundaries before you return home from this trip?

   No, will not return to Parks on this trip — 1 PLEASE CONTINUE ON TO Q.5
   Yes, plan to return to Parks on this trip — 2 PLEASE HAND QUESTIONNAIRE BACK TO THE INTERVIEWER

5-a) Where is your regular place of residence? (WRITE IN CITY, PROVINCE/ STATE, COUNTRY).

____________	____________	____________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

-b) What is the furthest place from home you have visited or will visit on this trip?

____________	____________	____________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

-c) Is the National Park System the main destination of your trip?

Yes	1
No	2

6. Please look at the map and indicate whether or not you entered each of the four National Parks since leaving home on this trip? (PLEASE CIRCLE ONE NUMBER FOR EACH PARK).

	DID NOT ENTER AT ALL	ENTERED
Banff National Park	1	2
Jasper National Park	1	2
Yoho National Park	1	2
Kootenay National Park	1	2

7-a) Which one of the descriptons listed below best describes the main purpose of your entire trip? CIRCLE ONE ONLY UNDER Q.7-a) BELOW.

-b) Which one of the descriptions listed below best describes the main purpose of your trip to the National Parks? CIRCLE ONE ONLY UNDER Q.7-b) BELOW.

		-a) Main Purpose Of Entire Trip	-b) Main Purpose Of National Parks Portion Of Trip
Business:	Attend a special meeting lake a conference, convention, seminar or trade show	1	1
	Other Business	2	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3	3
	Errands: e.g. shopping, banking, doctor, etc.	4	4
Pleasure:	Vacation	5	5
	Recreation day-use	6	6
	Visit vacation home	7	7
	Just passing through		8
	Other (SPECIFY)	____________	____________

8. How many nights, if any, will you be away from home on this entire trip?

NUMBER OF NIGHTS (ENTIRE TRIP) ______________ IF NO NIGHTS AWAY PLEASE GO TO Q.11.
WRITE IN

9. And how many nights in total, did you spend in the National Parks since leaving home on this trip?

NUMBER OF NIGHTS IN THE PARKS ______________ IF NO NIGHTS IN PARKS GO TO Q.11
WRITE IN

IF YOU STAYED OVERNIGHT IN THE PARKS, PLEASE ANSWER Q.10.

10. We are interested in the overnight accommodatins you used in the Parks. For each overnight stop you made at a different accommodation in the Parks, please write in the location of the accommodation, the type of accommodation it was and the number of nights you stayed there.

Legend - TYPE OF ACCOMMODATION

1) Hotel/Motel/Resort/Lodge
2) Commercial cottage/cabin
3) Bed and breakfast
4) Youth Hostel
5) Campsite/trailer park
6) Back country camping
7) Friends/relatives/own vacation home

OVER-NIGHT STOP	LOCATIONS OF ACCOMMODATION (WRITE IN BELOW)	TYPES OF ACCOMMODATION (REFER TO LEGEND TO CIRCLE THE APPROPRIATE NUMBER BELOW)	NUMBER OF NIGHTS STAYED THERE (WRITE IN NUMBER)
FIRST:	______________	1 2 3 4 5 6 7 8	______________
SECOND:	______________	1 2 3 4 5 6 7 8	______________
THIRD:	______________	1 2 3 4 5 6 7 8	______________
FOURTH:	______________	1 2 3 4 5 6 7 8	______________
FIFTH:	______________	1 2 3 4 5 6 7 8	______________
SIXTH:	______________	1 2 3 4 5 6 7 8	______________
SEVENTH:	______________	1 2 3 4 5 6 7 8	______________
EIGHTH:	______________	1 2 3 4 5 6 7 8	______________

11. Were any of your expenses for this trip to the Parks paid for before you entered the National Parks?

Yes	1
No	2 PLEASE GO TO Q.15

12-a) Please indicate below the items which you prepaid before you entered the Parks. (CIRCLE APPROPRIATE NUMBER UNDER COLUMN a).

-b) For each item prepaid indicate whether it was part of a package (i.e. 2 or more items purchased together) or was prepaid separately. (CIRCLE APPROPRIATE NUMBERS UNDER COLUMN -b).

-c) For each item prepaid separately (not part of a package), please write in the total amount paid. WRITE IN THE AMOUNT AND THE CURRENCY (E.G. FRANC, DEUTSCHEMARK, YEN, U.S. DOLLARS, CANADIAN DOLLARS, ETC.).

	-a)	-b)		-c) FOR ITEMS PAID SEPARATELY ONLY RECORD	
	ITEMS PREPAID	PACKAGE	SEPA-RATELY	AMOUNT	CURRENCY
Accommodation	1	1	1	$______	________
Food/beverages in the Parks	2	2	2	$______	________
Entertainment, activities, sightseeing tours, lift tickets in the Parks	3	3	3	$______	________
Auto rental picked up in the Parks	4	4	4	$______	________
Auto rental picked up outside the Parks	5	5	5	$______	________
Transportation	6	6	6	$______	________
None of these	9 PLEASE GO TO QU 15.				

IF YOU PREPAID ITEMS AS PART OF A PACKAGE PLEASE ANSWER QUESTION 13. OTHERWISE GO TO QUESTION 14.

13-a) What was the total amount paid for all people in your vehicle for the prepaid package? WRITE IN AMOUNT AND CURRENCY.

$________________ AMOUNT

________________ CURRENCY

-b) How many nights in total were included in your prepaid package and how many of those nights were spent in the Parks?

________________ NIGHTS IN TOTAL

________________ NIGHTS SPENT IN PARK

-c) If transportation was included in your prepaid package, please write in where you first boarded this transportation.

________________ (NEAREST) CITY/TOWN

________________ PROVINCE/STATE

________________ COUNTRY

14. IF YOU PREPAID ACCOMMODATION SEPARATELY (NOT AS PART OF A PACKAGE), PLEASE ANSWER QUESTION 14. OTHERWISE GO TO QUESTION 15.

How many nights in total did this prepaid accommodation cover and how many of those nights were spent in the Parks?

________________ TOTAL NIGHTS PREPAID

________________ NIGHTS IN PARK

15-a) For each expenditure category listed below, please indicate, the total amount spent within the Parks by everyone in the vehicle during the entire visit in the Parks. Include all purchases made by cash, credit card, traveller's cheque and cheque. However, do not include any prepaid expenses listed in the previous questions.

How much was spent by everyone in the vehicle for...? RECORD AMOUNT IN CANADIAN DOLLARS FOR EACH CATEGORY LISTED BELOW. IF DON'T KNOW AMOUNT IN CANADIAN CURRENCY WRITE IN AMOUNT AND SPECIFY THE CURRENCY IN THE SPACE PROVIDED.

	IF NONE CHECK BOX	AMOUNT IN CANADIAN $	OTHER CURRENCY (PLEASE SPECIFY CURRENCY AMOUNT AND TYPE)
Lodging in the Parks, excluding camping/trailer park	☐	$________	________
Camping fees	☐	$________	________
Food and beverages bought in restaurants or hotels or bars in the Parks	☐	$________	________
Groceries & Beverages bought in stores in the Parks	☐	$________	________
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Parks	☐	$________	________
Transportation within the Parks including shuttlebuses, taxis, etc.	☐	$________	________
Auto Rental for vehicles picked up in the Parks	☐	$________	________
Recreation & Entertainment including tours, tickets, equipment rentals, etc., bought in the Parks	☐	$________	________
Conference or convention registration fees in the Parks	☐	$________	________
Park entrance fees/licence fees	☐	$________	________
Retail store purchases, such as souvenirs, equipment, film, clothing, etc., bought in Parks	☐	$________	________
Approximate Total		$________	________

16-a) Please write in your own words what attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip?

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as...? CIRCLE ONE ANSWER.

	Excellent	1
	Very Good	2
	Good	3
	Fair	4
or	Poor	5

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (WRITE IN BELOW)

17. Which of the following statements best describes what impact the staging of the 1988 Winter Olympics had on your decision to make this trip? CIRCLE ONE ANSWER.

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	1
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	2
	I had to reschedule my plans to visit the Parks because of the Olymics	3
OR	The Olympics had nothing to do with my decision to visit the Parks	4

18. Please record the age and sex of everyone in this vehicle, including yourself. Write in your own age and sex on the first line.

	AGE	SEX	
		MALE	FEMALE
Your:	________ years	1	2
	________ years	1	2
	________ years	1	2
	________ years	1	2
	________ years	1	2
	________ years	1	2
	________ years	1	2
	________ years	1	2

19. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX).

________________________ IN ________________________
(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

20. Please write in your name and complete mailing address including postal/zip code.

RESPONDENT NAME: ________________________________

ADDRESS: ________________________________

CITY/TOWN: ______________ PROVINCE/STATE: ______________

COUNTRY: ________________________________

POSTAL/ZIP CODE: ________________________________

PHONE NUMBER: ______________ ______________
AREA CODE NUMBER

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us.

The envelope provided is already addressed and stamped for your convenience. Your answers will help to improve park services and facilities in the future.

Please complete and mail this questionnaire before leaving Canada, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

INTERVIEWER:

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		

Other (SPECIFY) ______________________

RECORD:	Refused before screening	31-1
	Qualified but refused	2

Location:____________________________ 13- 14-

Date: ____________________________ 15-
Day Month

Start: ______________ A.M. P.M.

Finish:______________ A.M. P.M.

Interviewer:____

FRENCH LANGUAGE QUESTIONNAIRES

SUMMER, FALL, SPRING

Ruston/Tomany & Associates Ltd. R/T 19151

5-1

Banff 6-1

7-1

TEST ROUTIER 8

LIEU: ______________ Début: ______________ 13-

14-

DATE: ______________ Fin: ______________

Jour Mois 15-

Interviewer: ______________________________ 18-

INTRODUCTION: Bonjour, je m'appelle ______________ et travaille chez Ruston/Tomany & Associates. Nous menons pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique une étude sur les parcs nationaux de Banff, de Jasper, de Yoho et de Kootenay.

SI LA PERSONNE REFUSE DE PARTICIPER AVANT LA FIN DU TEST, ENCERCLEZ LE CERCLE CI-DESSOUS, ET CONSERVEZ LE PRÉSENT TEST.

A REFUSÉ DE RÉPONDRE AU TEST 1 CONSERVEZ LE TEST 19-

A. Êtes-vous présentement en route vers la sortie est du parc à Banff?

Oui	1	
Non	2	METTEZ FIN AU TEST ET CONSERVEZ-LE

1. INSCRIVEZ LE NOMBRE DE PERSONNES DANS LE VÉHICULE APPARTENANT AUX DEUX CATÉGORIES D'ÂGES SUIVANTES. SI VOUS NE POUVEZ Y PARVENIR PAR OBSERVATION, DEMANDEZ AU CONDUCTEUR DE VOUS DIRE COMBIEN DE PERSONNES DANS LE VÉHICULE ONT:

16 ANS ET PLUS ______________ (INSCRIVEZ) MOINS DE 16 ANS ______________ (INSCRIVEZ) 20-

21-

22-

23-

(REMETTEZ LA CARTE 1)

2-a) Y a-t-il une personne dans votre véhicule d'au moins 16 ans qui appartient à l'une des catégories suivantes? Vous n'avez qu'à me dire le chiffre à côté de la description qui s'applique à toute personne dans le véhicule. PRÉCISEZ CI-DESSOUS.

AUCUNE	24-	1	PASSEZ À Q.3
Tournée de vente/visite de service/ramassage/livraison		2	METTEZ FIN ET CONSERVEZ LE TEST
Sur une équipe de travail/employé dans les parcs		3	
Allant au travail ou à l'école ou en revenant		4	
Résident permanent ou saisonnier d'un parc		5	

-b) Y a-t-il quelqu'un dans le présent véhicule qui est un résident permanent ou saisonnier d'un parc?

Oui	25-	1	METTEZ FIN ET CONSERVEZ LE TEST
Non		2	

-c) Combien de personnes âgées de 16 ans et plus dans le présent véhicule sont des résidents permanents ou saisonniers d'un parc? (PRÉCISEZ CI-DESSOUS)

RÉSIDENTS DE 16+ ____________ (PRÉCISEZ) 26- 27-

Aucune 00

-d) Et combien de personnes de moins de 16 ans dans le présent véhicule sont des résidents permanents ou saisonniers d'un parc? (PRÉCISEZ CI-DESSOUS)

RÉSIDENTS DE MOINS DE 16 ANS ____________ (PRÉCISEZ) 28- 29-

Aucune 00

METTEZ FIN ET CONSERVEZ LE TEST

---

3. SI SEULEMENT UNE PERSONNE DANS LE VÉHICULE EST ÂGÉE DE 16 ANS ET PLUS, PASSEZ À LA Q.4. SI PLUS D'UNE PERSONNE DANS LE VÉHICULE EST ÂGÉE DE 16 ANS ET PLUS, POSEZ LA Q.3. J'aimerais maintenant interroger une seule personne dans votre véhicule. Parmi toutes les personnes âgées de 16 ans et plus, laquelle sera la prochaine à célébrer son anniversaire de naissance?

INSCRIVEZ LE NOM DE CETTE PERSONNE: ____________________
ET DEMANDEZ-LUI DE RÉPONDRE AU RESTE DU QUESTIONNAIRE.

4. (REMETTEZ LA CARTE 2) Regardez la carte des quatre parcs. Prévoyez-vous personnellement au cours du présent voyage revenir dans les limites des parcs avant de rentrer à la maison?

Quitte pour de bon	30-1	
Prévois revenir	2	REMERCIEZ LE PARTICIPANT METTEZ FIN À L'ENTREVUE ET CONSERVEZ LE TEST

SI LE PARTICIPANT EST ADMISSIBLE MAIS REFUSE DE COLLABORER, ENCERCLEZ LE CHIFFRE CI-DESSOUS ET CONSERVEZ LE PRÉSENT TEST.

ADMISSIBLE MAIS REFUSE DE COLLABORER	31-	1	CONSERVEZ LE TEST

ROADSIDE QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151

5-1

6-1

7-2

AUTOROUTE

Bonjour, je travaille chez Ruston/Tomany & Associés, une société d'étude de marché. Nous menons pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique une étude sur les parcs nationaux de Banff, Jasper, Yoho et Kootenay. Auriez-vous l'amabilité de m'accorder quelques minutes pour répondre à ce questionnaire?

19/

1. Combien de personnes dans le présent véhicule ont 16 ans ou plus et combien sont âgées de moins de 16 ans? (PRÉCISEZ CI-DESSOUS)

16 ans ou plus ____________________ 20-
(INSCRIVEZ L'ÂGE) 2

Moins de 16 ans ____________________ 2
(INSCRIVEZ L'ÂGE) 23-

2. Y a-t-il dans votre véhicule une personne âgée de 16 ans ou plus qui réside de façon permanente ou saisonnière dans un parc national? (VEUILLEZ COCHER UNE CASE)

Non ( ) VEUILLEZ ALLER À LA QUESTION 3 24-

Oui ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

25/29

3. Parmi les personnes âgées de 16 ans ou plus dans votre groupe, quelle est celle dont l'anniversaire est le plus proche? (INSCRIVEZ LE PRÉNOM CI-DESSOUS).

INSCRIVEZ LE PRÉNOM: ______________________________

Veuillez demander à la personne dont le nom figure ci-dessus de répondre au reste du questionnaire.

La plupart des questions suivantes sont à choix multiple, avec un numéro apposé à côté de chacun. Vous n'avez qu'à encercler le numéro de votre choix. Par exemple:

Ma couleur préférée est le ...

Rouge	[✓ 1]
Vert	2
Bleu	3

4. Regardez la carte des quatre parcs annexée au présent questionnaire. Pensez-vous revenir dans l'un des parcs au cours de votre voyage? 30-

Non, nous ne reviendrons pas dans les parcs au cours de ce voyage	1 VEUILLEZ ALLER À LA Q.5
Oui, nous prévoyons revenir dans les parcs au cours de ce voyage	2 VEUILLEZ REMETTRE LE QUESTIONNAIRE

31/

5-a) Quelle est votre résidence principale? (INSCRIVEZ LA VILLE, LA PROVINCE, L'ÉTAT, LE PAYS).

			46- 47-
VILLE	PROVINCE OU ÉTAT	PAYS	48-

-b) Quelle est la destination de votre voyage?

			49- 50-
VILLE	PROVINCE OU ÉTAT	PAYS	51-

-c) La région des parcs nationaux est-il la principale destination de votre voyage?

Oui	1	52-
Non	2	53/

6. En vous aidant de la carte, pouvez-vous indiquer quels sont les parcs que vous avez visités? (VEUILLEZ ENCERCLER UN CHIFFRE POUR CHAQUE PARC)

	NON VISITÉ	VISITÉ	
Parc national de Banff	1	2	54-
Parc national de Jasper	1	2	55-
Parc national de Yoho	1	2	56-
Parc national de Kootenay	1	2	57-

7-a) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre voyage? ENCERCLEZ UNE SEULE RÉPONSE À LA Q.7-a) CI-DESSOUS.

-b) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre visite dans les parcs nationaux? ENCERCLEZ UNE SEULE RÉPONSE À LA Q. 7-b) CI-DESSOUS. 58/75

		-a) But principal du voyage	-b) But principal de votre visite dans les parcs nationaux	
Affaires:	Réunion spéciale, conférence, congrès, colloque, exposition commerciale	1	1	76- 77-
	Autres affaires	2	2	
Personnel:	Réunion de famille par ex. visite à des amis ou à des parents, mariages, funérailles, etc.	3	3	
	Courses: par ex. magasins, banque, médecin, etc.	4	4	
Agrément:	Vacances	5	5	
	Détente	6	6	
	Visiter un centre de vacances	7	7	
De passage seulement			8	
Autre but (PRÉCISEZ)		________	________	

78/80

6-2
13/

8. Combien de nuits, le cas échéant, avez-vous passé à l'extérieur de votre foyer pendant tout le voyage?

NBRE DE NUITS (TOUT LE VOYAGE) ________ (PRÉCISEZ)
SI AUCUNE NUIT VEUILLEZ ALLER À LA Q.11.
14-
15-
16-

9. Et combien de nuits au total au cours du présent voyage, avez-vous passé dans les parcs nationaux depuis votre départ?

NBRE DE NUITS DANS LES PARCS ________ (PRÉCISEZ)
SI AUCUNE NUIT DANS LES PARCS ALLEZ À LA Q.11
17-
18-
19-

SI VOUS AVEZ DORMI DANS LES PARCS, VEUILLEZ RÉPONDRE À LA Q.10.

10. Nous désirons savoir quelles installations d'hébergement vous avez utilisées dans les parcs. Pour chaque nuit passée dans un endroit différent, indiquez le lieu de l'hébergement, le type d'hébergement et le nombre de nuits.

Légende - TYPE D'HÉBERGEMENT

1) Hôtel/motel/station/auberge
2) Chalet ou villa
3) Chambre-petit déjeuner
4) Auberge de jeunesse
5) Terrain de camping
6) Camping sauvage
7) Amis/parents/maison de vacances personnelle

	ARRÊT POUR LA NUIT	NOMS ET LIEUX D'HÉBERGEMENT (INSCRIVEZ CI-DESSOUS)	TYPE D'HÉBERGEMENT (SE REPORTER À LA LÉGENDE POUR ENCERCLER LE CHIFFRE APPROPRIÉ)	NOMBRE DE NUITS DANS CE LIEU (INSCRIVEZ LE NOMBRE)
20-	PREMIER:	________	1 2 3 4 5 6 7	________
26-	SECOND:	________	1 2 3 4 5 6 7	________
32-	TROISIÈME:	________	1 2 3 4 5 6 7	________
38-	QUATRIÈME:	________	1 2 3 4 5 6 7	________
44-	CINQUIÈME:	________	1 2 3 4 5 6 7	________
50-	SIXIÈME:	________	1 2 3 4 5 6 7	________
56-	SEPTIÈME:	________	1 2 3 4 5 6 7	________
62-	HUITIÈME:	________	1 2 3 4 5 6 7	________

68/69

11. Une partie de vos dépenses étaient-elles payées avant votre entrée dans les parcs nationaux?

Oui 1 70-

Non 2 VEUILLEZ ALLER À LA Q. 15

71/80

6-3

12-a) Veuillez indiquer, en vous aidant de la liste ci-dessous, vos dépenses avant votre départ, en vue de votre visite dans les parcs nationaux. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -a).

-b) Indiquez si elles faisaient partie d'un forfait ou non. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -b).

-c) Pour chacune des dépenses ne faisant pas partie d'un forfait, veuillez préciser le montant payé ainsi que la devise. (EX. FRANC, DEUTSCHEMARK, YEN, DOLLARS US, DOLLARS CAN, ETC.)

	-a) DÉPENSES AVANT DÉPART	-b) FORFAIT	NON-FORFAIT	-c) POUR LES NON-FORFAITS PRÉCISEZ: MONTANT	DEVISE	10- 11- 12-
Hébergement	1	1	1	________$	______	13-
Boissons et aliments	2	2	2	________$	______	17-
Divertissement, activités, visites guidées, billets pour téléférique	3	3	3	________$	______	21-
Location de véhicule, possession dans un parc	4	4	4	________$	______	25-
Location de véhicule possession à l'extérieur d'un parc	5	5	5	________$	______	29-
Transport	6	6	6	________$	______	33-
Aucun	9 ALLEZ À LA Q.15					

SI CES DÉPENSES AVANT DÉPART FAISAIENT PARTIE D'UN FORFAIT, VEUILLEZ RÉPONDRE À LA QUESTION 13., SINON ALLEZ À LA QUESTION 14.

13-a) Quel est le montant total versé par chaque personne de votre groupe pour un forfait payé d'avance? PRÉCISEZ LE MONTANT ET LA DEVISE. 37-

________________$ MONTANT

________________ DEVISE

-b) Combien de nuits en tout étaient incluses dans votre forfait payé d'avance et combien de ces nuits avez-vous passées dans un parc? 41-

________________ NUITS EN TOUT

________________ NUITS DANS UN PARC 44-

-c) Si votre transport était inclus dans le forfait payé d'avance, veuillez préciser votre point de départ. 47- 48- 49-

________________ VILLE (LA PLUS PROCHE)

________________ PROVINCE OU ÉTAT

________________ PAYS

14. SI VOUS AVEZ PAYÉ L'HÉBERGEMENT SÉPARÉMENT (PAS PARTIE DU FORFAIT), VEUILLEZ RÉPONDRE À LA QUESTION 14. SINON ALLEZ À LA QUESTION 15.)

Combien de nuits au total ce forfait couvrait-il et combien de ces nuits avez-vous passées dans un parc? 50-

________________ NUITS EN TOUT

________________ NUITS DANS UN PARC 53-

56-58/

15-a) Pour chaque catégorie de dépenses figurant ci-dessous, veuillez indiquer, le montant total dépensé par l'ensemble des personnes dans le véhicule pendant la durée totale de la visite dans les parcs. Indiquez tous les achats payés comptant, à crédit, par chèque de voyage et par chèque. N'indiquez cependant pas les dépenses payées d'avance qui figurent dans les questions précédentes.

Combien fut dépensé par l'ensemble des personnes dans le véhicule pour...? INSCRIVEZ LE MONTANT EN DOLLARS CANADIENS POUR CHAQUE CATÉGORIE FIGURANT CI-DESSOUS. SI VOUS NE CONNAISSEZ PAS LE MONTANT EN DEVISES CANADIENNES, INSCRIVEZ LE MONTANT ET PRÉCISEZ LA DEVISE DANS L'ESPACE PRÉVU À CETTE FIN.

	SI SANS OBJET COCHEZ CASE	MONTANT EN $ CAN	AUTRE DEVISE (VEUILLEZ PRÉCISER MONTANT ET DEVISE)	59- 60-
Hébergement dans les parcs, à l'exception de camping	( )	______$	__________	61-
Frais de camping	( )	______$	__________	65-
Boissons et aliments achetés dans les restaurants, hôtels ou bars des parcs	( )	______$	__________	69-
Aliments et boissons achetés dans les parcs	( )	______$	__________	73-
Essence et huile pour le véhicule, entretien et réparations dans les parcs	( )	______$	__________	77- 5-1 6-4
Transports dans les parcs, dont les minibus, les taxis, etc.	( )	______$	__________	13-
Location de véhicule, possession dans un parc	( )	______$	__________	17-
Loisirs et divertissements dont les visites, les billets, la location de matériel, etc., achetés dans les parcs	( )	______$	__________	21-
Frais d'inscription à un congrès ou un colloque dans les parcs	( )	______$	__________	25-
Frais d'entrée dans les parcs, frais de permis	( )	______$	__________	29-
Achats personnels comme: souvenirs, équipement, films, vêtements, etc., effectués dans les parcs	( )	______$	__________	33-
Montant total approximatif		______$	__________	37-56/ 57-

16-a) Pouvez-vous donner les raisons qui ont influencé votre décision de visiter les parcs nationaux de Banff ou de Jasper?

____ 61-

____ 62-

____ 63-

-b) Dans l'ensemble, comment évaluez-vous votre visite dans les parcs nationaux de Banff et de Jasper? ENCERCLEZ UNE RÉPONSE. 64-

	Excellente	1
	Très bien	2
	Bien	3
	Passable	4
ou	Faible	5

-c) Quels attraits, installations ou services aimeriez-vous voir implantés ou améliorés dans les parcs nationaux de Banff ou de Jasper? (INSCRIVEZ CI-DESSOUS)

____ 65-

____ 66-

____ 67-

17. Lequel des énoncés suivants décrit le mieux l'impact des jeux olympiques d'hiver 1988 sur votre décision d'entreprendre ce voyage? ENCERCLEZ UNE RÉPONSE. 68-

	J'ai visité les parcs comme j'étais dans la région pour organiser, couvrir ou participer aux jeux olympiques	1
	Ce que j'ai vu ou entendu sur les jeux olympiques m'a donné le goût de visiter les parcs.	2
	J'ai dû changer les dates de ma visite dans les parcs à cause des jeux olympiques.	3
OU	Les jeux olympiques n'avaient rien à voir avec ma décision de visiter les parcs.	4

18. Veuillez inscrire l'âge et le sexe de chacune des personnes à bord du véhicule, dont les vôtres. Inscrivez votre âge et votre sexe sur la première ligne.

	ÂGE		SEXE		
			HOMME	FEMME	
J'ai :	________	ans	1	2	69-
	________	ans	1	2	71-
	________	ans	1	2	73-
	________	ans	1	2	75-
	________	ans	1	2	77-
	________	ans	1	2	6-5 13-
	________	ans	1	2	15-
	________	ans	1	2	17-
					19/21

19. Veuillez indiquer votre profession en donnant seulement le genre de travail que vous accomplissez et le type de compagnie pour laquelle vous travaillez, sans en préciser le nom. (PRÉCISEZ. SI RETRAITÉ, COCHEZ LA CASE)

______________________ DANS ______________________ 22-
(GENRE DE TRAVAIL) (TYPE DE COMPAGNIE)

( ) RETRAITÉ

20. Veuillez inscrire votre nom et votre adresse complète, code postal inclus.

NOM DU PARTICIPANT: ______________________

ADRESSE: ______________________

VILLE: ____________ PROVINCE/ÉTAT: ____________

PAYS: ______________________

CODE POSTAL/ZIP: ______________________ 23-

N° DE TÉLÉPHONE: ____________ ____________
CODE RÉGIONAL NUMÉRO

MERCI BEAUCOUP D'AVOIR PARTICIPÉ À LA PRÉSENTE ENQUÊTE. JE VOUS PRIE DE REMPLIR CE QUESTIONNAIRE ET DE NOUS LE RETOURNER PAR LA POSTE.

L'ENVELOPPE CI-JOINTE EST DÉJÀ ADRESSÉE ET AFFRANCHIE POUR PLUS DE COMMODITÉ. VOS RÉPONSES NOUS AIDERONS À AMÉLIORER LES SERVICES ET LES INSTALLATIONS DANS LES PARCS.

VEUILLEZ, S'IL VOUS PLAIT, REMPLIR ET POSTER CE QUESTIONNAIRE AVANT DE QUITTER LE CANADA.

EN SIGNE DE RECONNAISSANCE POUR VOTRE COLLABORATION, VOICI UN SOUVENIR DE L'ALBERTA.

INTERVIEWER:

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		
Other (SPECIFY) ______________________			

RECORD:	Refused before screening	31-1
	Qualified but refused	2

Location: ______________________________ 13- 14-

Date: ______________________________ 15-
Day Month

Start: ________________ A.M. P.M.

Finish: ________________ A.M. P.M.

Interviewer: ____

SCHEDULED BUS QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151

AUTOBUS

5-2
6-1
7-2

Bonjour, je travaille chez Ruston/Tomany & Associés, une société d'étude de marché. Nous menons pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique une étude sur les parcs nationaux de Banff, Jasper, Yoho et Kootenay. Auriez-vous l'amabilité de m'accorder quelques minutes pour répondre à ce questionnaire?

19/27

Prenez-vous aujourd'hui l'autobus ___________ en direction de ___________? (Cochez une)

Oui ( )

Non ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

1-a) Êtes-vous dans la gare aujourd'hui pour une correspondance avec un autre autobus ou pour un bref arrêt? (Cochez une case)

Non ( ) 28 -

Oui ( )

SI VOUS AVEZ COCHÉ OUI, RÉPONDEZ À LA QUESTION 1-b), SINON ALLEZ À LA QUESTION 2.

1-b) Avez-vous quitté la gare d'autobus à un moment ou un autre pendant cet arrêt dans le parc? (VEUILLEZ COCHER UNE CASE)

Oui ( ) VEUILLEZ PASSER À LA QUESTION 2 29 -

Non ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

2-a) Combien de personnes dans votre groupe sont âgées de 16 ans ou plus et combien sont âgées de moins de 16 ans? (PRÉCISEZ CI-DESSOUS)

16 ans ou plus ___________ 30-
(INSCRIVEZ L'ÂGE) 31-

Moins de 16 ans ___________ 32-
(INSCRIVEZ L'ÂGE) 33-

2-b) Y a-t-il dans votre groupe une personne âgée de 16 ans ou plus qui réside de façon permanente ou saisonnière dans un parc national? (VEUILLEZ COCHER UNE CASE)

Non ( ) VEUILLEZ ALLER À LA QUESTION 3 34-

Oui ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

35/39

3. Parmi les personnes âgées de 16 ans ou plus dans votre groupe, quelle est celle dont l'anniversaire est le plus proche? (INSCRIVEZ LE PRÉNOM CI-DESSOUS).

INSCRIVEZ LE PRÉNOM: ______________________________

Veuillez demander à la personne dont le nom figure ci-dessus de répondre au reste du questionnaire.

La plupart des questions suivantes sont à choix multiple, avec un numéro apposé à côté de chacun. Vous n'avez qu'à encercler le numéro de votre choix. Par exemple:

Ma couleur préférée est le ...

Rouge	[✓ 1]
Vert	2
Bleu	3
Jaune	4

4. Regardez la carte des quatre parcs annexée au présent questionnaire. Pensez-vous revenir dans l'un des parcs au cours de votre voyage? 40-

Non, nous ne reviendrons pas dans les parcs au cours de ce voyage	1	VEUILLEZ ALLER À LA Q.5
Oui, nous prévoyons revenir dans les parcs au cours de ce voyage	2	VEUILLEZ REMETTRE LE QUESTIONNAIRE

41/45

5-a) Quelle est votre résidence principale? (INSCRIVEZ LA VILLE, LA PROVINCE, L'ÉTAT, LE PAYS).

46-
47-
_______________ _______________ _______________
VILLE PROVINCE OU ÉTAT PAYS 48-

-b) Quelle est la destination de votre voyage?

49-
50-
_______________ _______________ _______________
VILLE PROVINCE OU ÉTAT PAYS 51-

-c) La région des parcs nationaux est-elle la principale destination de votre voyage?

Oui	1	52-
Non	2	53 /

6. En vous aidant de la carte, pouvez-vous indiquer quels sont les parcs que vous avez visités? (VEUILLEZ ENCERCLER UN CHIFFRE POUR CHAQUE PARC).

	NON VISITÉ	VISITÉ	
Parc national de Banff	1	2	54-
Parc national de Jasper	1	2	55-
Parc national de Yoho	1	2	56-
Parc national de Kootenay	1	2	57-

7-a) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre voyage? ENCERCLEZ UNE SEULE RÉPONSE À LA Q.7-a) CI-DESSOUS.

-b) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre visite dans les parcs nationaux? ENCERCLEZ UNE SEULE RÉPONSE À LA Q. 7-b) CI-DESSOUS. 58/75

		-a) But principal du voyage	-b) But principal de votre visite dans les parcs nationaux	
Affaires:	Réunion spéciale, conférence, congrès, colloque, exposition commerciale	1	1	76- 77-
	Autres affaires	2	2	
Personnel:	Réunion de famille par ex. visite à des amis ou des parents, mariages, funérailles, etc.	3	3	
	Courses: par ex. magasins, banque, médecin, etc.	4	4	
Agrément:	Vacances	5	5	
	Détente	6	6	
	Visiter un centre de vacances	7	7	
De passage seulement			8	
Autre (PRÉCISEZ)		______________	______________	

78/80
6-2
13/

8. Combien de nuits, le cas échéant, avez-vous passé à l'extérieur de votre foyer pendant tout le voyage?

NBRE DE NUITS (TOUT LE VOYAGE) __________ (PRÉCISEZ) SI AUCUNE NUIT VEUILLEZ ALLER À LA Q.11. 14- 15- 16-

9. Et combien de nuits au total au cours du présent voyage, avez-vous passé dans les parcs nationaux depuis votre départ?

NBRE DE NUITS DANS LES PARCS __________ (PRÉCISEZ) SI AUCUNE NUIT DANS LES PARCS ALLEZ À LA Q.11 17- 18- 19-

SI VOUS AVEZ DORMI DANS LES PARCS, VEUILLEZ RÉPONDRE À LA Q.10.

10. Nous désirons savoir quelles installations d'hébergement vous avez utilisées dans les parcs. Pour chaque nuit passée dans un endroit différent, indiquez le lieu de l'hébergement, le type d'hébergement et le nombre de nuits.

Légende - TYPE D'HÉBERGEMENT

1) Hôtel/motel/station/auberge
2) Chalet ou villa
3) Chambre-petit déjeuner
4) Auberge de jeunesse
5) Terrain de camping
6) Camping sauvage
7) Amis/parents/maison de vacances personnelle

	ARRÊT POUR LA NUIT	NOMS ET LIEUX D'HÉBERGEMENT (INSCRIVEZ CI-DESSOUS)	TYPE D'HÉBERGEMENT (SE REPORTER À LA LÉGENDE POUR ENCERCLER LE CHIFFRE APPROPRIÉ)	NOMBRE DE NUITS DANS CE LIEU (INSCRIVEZ LE NOMBRE)
20-	PREMIER:	____________	1 2 3 4 5 6 7	____________
26-	SECOND:	____________	1 2 3 4 5 6 7	____________
32-	TROISIÈME:	____________	1 2 3 4 5 6 7	____________
38-	QUATRIÈME:	____________	1 2 3 4 5 6 7	____________
44-	CINQUIÈME:	____________	1 2 3 4 5 6 7	____________
50-	SIXIÈME:	____________	1 2 3 4 5 6 7	____________
56-	SEPTIÈME:	____________	1 2 3 4 5 6 7	____________
62-	HUITIÈME:	____________	1 2 3 4 5 6 7	____________

68/69

SI VOUS N'ÊTES PAS LA PERSONNE DANS LE GROUPE QUI EST LE PLUS AU COURANT DES DÉPENSES DU GROUPE, VEUILLEZ DEMANDER À CETTE PERSONNE DE VOUS AIDER À RÉPONDRE AUX QUESTIONS SUIVANTES CONCERNANT LES DÉPENSES DU VOYAGE.

11. Une partie de vos dépenses étaient-elles payées avant votre entrée dans les parcs nationaux?

Oui 1 70-

Non 2 VEUILLEZ ALLER À LA Q. 15

71/80

6-3

12-a) Veuillez indiquer, en vous aidant de la liste ci-dessous, vos dépenses avant votre départ, en vue de votre visite dans les parcs nationaux. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -a).

-b) Indiquez si elles faisaient partie d'un forfait ou non. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -b).

-c) Pour chacune des dépenses ne faisant pas partie d'un forfait, veuillez préciser le montant payé ainsi que la devise. (EX. FRANC, DEUTSCHEMARK, YEN, DOLLARS US, DOLLARS CAN, ETC.)

	-a) DÉPENSES AVANT DÉPART	-b) FORFAIT	NON-FORFAIT	-c) POUR LES NON-FORFAITS PRÉCISEZ: MONTANT	DEVISE	10- 11- 12-
Hébergement	1	1	1	______$	______	13-
Boissons et aliments	2	2	2	______$	______	17-
Divertissement, activités, visites guidées, billets pour téléférique	3	3	3	______$	______	21-
Location de véhicule possession dans un parc	4	4	4	______$	______	25-
Location de véhicule possession à l'extérieur d'un parc	5	5	5	______$	______	29-
Transport	6	6	6	______$	______	33-

Aucun 9 ALLEZ À LA Q.15

SI CES DÉPENSES AVANT DÉPART FAISAIENT PARTIE D'UN FORFAIT, VEUILLEZ RÉPONDRE À LA QUESTION 13., SINON ALLEZ À LA QUESTION 14.

13-a) Quel est le montant total versé par chaque personne de votre groupe pour un forfait payé d'avance? PRÉCISEZ LE MONTANT ET LA DEVISE. 37-

________________$ ________________
MONTANT DEVISE

-b) Combien de nuits en tout étaient incluses dans votre forfait payé d'avance et combien de ces nuits avez-vous passées dans un parc? 41-

________________ ________________
NUITS EN TOUT NUITS DANS UN PARC 44-

-c) Si votre transport était inclus dans le forfait payé d'avance, veuillez préciser votre point de départ. 47- 48- 49-

________________ ________________ ________________
VILLE (LA PLUS PROCHE) PROVINCE OU ÉTAT PAYS

14. SI VOUS AVEZ PAYÉ L'HÉBERGEMENT SÉPARÉMENT (PAS PARTIE DU FORFAIT), VEUILLEZ RÉPONDRE À LA QUESTION 14. SINON ALLEZ À LA QUESTION 15.)

Combien de nuits au total ce forfait couvrait-il et combien de ces nuits avez-vous passées dans un parc? 50-

________________ ________________
NUITS EN TOUT NUITS DANS UN PARC 53-

56-58/

15-a) Pour chaque catégorie de dépenses figurant ci-dessous, veuillez indiquer le montant total dépensé par l'ensemble de votre groupe pendant la durée totale de la visite dans les parcs. Indiquez tous les achats payés comptant, à crédit, par chèque de voyage et par chèque. N'indiquez cependant pas les dépenses payées d'avance qui figurent dans les questions précédentes.

Combien fut dépensé par l'ensemble de votre groupe pour ...? INSCRIVEZ LE MONTANT EN DOLLARS CANADIENS POUR CHAQUE CATÉGORIE FIGURANT CI-DESSOUS. SI VOUS NE CONNAISSEZ PAS LE MONTANT EN DEVISES CANADIENNES, INSCRIVEZ LE MONTANT ET PRÉCISEZ LA DEVISE DANS L'ESPACE PRÉVU À CETTE FIN.

	SI SANS OBJET COCHEZ CASE	MONTANT EN $ CAN	AUTRE DEVISE (VEUILLEZ PRÉCISER MONTANT ET DEVISE)	59- 60-
Hébergement dans les parcs, à l'exception de camping	( )	______$	__________	61-
Frais de camping	( )	______$	__________	65-
Boissons et aliments achetés dans les restaurants, hôtels ou bars des parcs	( )	______$	__________	69-
Aliments et boissons achetés dans les parcs	( )	______$	__________	73-
Essence et huile pour le véhicule, entretien et réparations achetées dans les parcs	( )	______$	__________	77- 5- 3 6-4
Transports dans les parcs, dont les minibus, les taxis, etc.	( )	______$	__________	13-
Location d'un véhicule, possession dans un parc	( )	______$	__________	17-
Loisirs et divertissements dont les visites, les billets, la location de matériel, etc., achetés dans les parcs	( )	______$	__________	21-
Frais d'inscription à un congrès ou un colloque dans les parcs	( )	______$	__________	25-
Frais d'entrée dans les parcs, frais de permis	( )	______$	__________	29-
Achats personnels comme: souvenirs, équipement, films, vêtements, etc., effectués dans les parcs	( )	______$	__________	33-
Montant total approximatif		______$	__________	37-56/ 57-

16-a) Pouvez-vous donner les raisons qui ont influencé votre décision de visiter les parcs nationaux de Banff ou de Jasper?

____ 61-

____ 62-

____ 63-

-b) Dans l'ensemble, comment évaluez-vous votre visite dans les parcs nationaux de Banff et de Jasper? ENCERCLEZ UNE RÉPONSE. 64-

	Excellente	1
	Très bien	2
	Bien	3
	Passable	4
ou	Faible	5

-c) Quels attraits, installations ou services aimeriez-vous voir implantés ou améliorés dans les parcs nationaux de Banff ou de Jasper? (INSCRIVEZ CI-DESSOUS)

____ 65-

____ 66-

____ 67-

17. Lequel des énoncés suivants décrit le mieux l'impact des jeux olympiques d'hiver 1988 sur votre décision d'entreprendre ce voyage? ENCERCLEZ UNE RÉPONSE. 68-

	J'ai visité les parcs comme j'étais dans la région pour organiser, couvrir ou participer aux jeux olympiques	1
	Ce que j'ai vu ou entendu sur les jeux olympiques m'a donné le goût de visiter les parcs.	2
	J'ai dû changer les dates de ma visite dans les parcs à cause des jeux olympiques.	3
OU	Les jeux olympiques n'avaient rien à voir avec ma décision de visiter les parcs.	4

18. Veuillez inscrire l'âge et le sexe de chacune des personnes de votre groupe, dont les vôtres. Inscrivez votre âge et votre sexe sur la première ligne.

	ÂGE		SEXE HOMME	 FEMME	
J'ai :	________	ans	1	2	69-
	________	ans	1	2	71-
	________	ans	1	2	73-
	________	ans	1	2	75-
	________	ans	1	2	77-
	________	ans	1	2	6-5 13-
	________	ans	1	2	15-
	________	ans	1	2	17-

19/21

19. Veuillez indiquer votre profession en donnant seulement le genre de travail que vous accomplissez et le type de compagnie pour laquelle vous travaillez, sans en préciser le nom. (PRÉCISEZ. SI RETRAITÉ, COCHEZ LA CASE)

______________________________ DANS ________________________ 22-
(GENRE DE TRAVAIL) (TYPE DE COMPAGNIE)

( ) RETRAITÉ

20. Veuillez inscrire votre nom et votre adresse complète, code postal inclus.

NOM DU PARTICIPANT: ______________________________

ADRESSE: ______________________________

VILLE: ______________ PROVINCE/ÉTAT: ______________

PAYS: ______________________________

CODE POSTAL/ZIP: ______________________________ 23-

N° DE TÉLÉPHONE: ______________ ______________
CODE RÉGIONAL NUMÉRO

MERCI BEAUCOUP D'AVOIR PARTICIPÉ À LA PRÉSENTE ENQUÊTE. JE VOUS PRIE DE REMPLIR CE QUESTIONNAIRE ET DE NOUS LE RETOURNER PAR LA POSTE.

L'ENVELOPPE CI-JOINTE EST DÉJÀ ADRESSÉE ET AFFRANCHIE POUR PLUS DE COMMODITÉ. VOS RÉPONSES NOUS AIDERONS À AMÉLIORER LES SERVICES ET LES INSTALLATIONS DANS LES PARCS.

VEUILLEZ, S'IL VOUS PLAIT, REMPLIR ET POSTER CE QUESTIONNAIRE AVANT DE QUITTER LE CANADA.

EN SIGNE DE RECONNAISSANCE POUR VOTRE COLLABORATION, VOICI UN SOUVENIR DE L'ALBERTA.

RECORD:	Refused before screening	31-1
	Qualified but refused	2

Location:______________________________ 13- 14-

Date: ______________________________ 15-

Day Month

Start: ________________ A.M. P.M.

Finish:________________ A.M. P.M.

Interviewer:____

SCHEDULED TRAIN QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151

TRAIN

5-3
6-1
7-2

Bonjour, je travaille chez Ruston/Tomany & Associés, une société d'étude de marché. Nous menons pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique une étude sur les parcs nationaux de Banff, Jasper, Yoho et Kootenay. Auriez-vous l'amabilité de m'accorder quelques minutes pour répondre à ce questionnaire?

19/

Prenez-vous aujourd'hui le train __________ en direction de __________? (Cochez une) 27-

Oui ( )

Non ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

1-a) Êtes-vous dans la gare de train aujourd'hui parce que vous devez changer de train ou pour un bref arrêt? (Cochez une case)

Non ( ) 28 -

Oui ( )

SI VOUS AVEZ COCHÉ OUI, RÉPONDEZ À LA QUESTION 1-b), SINON ALLEZ À LA QUESTION 2.

1-b) Avez-vous quitté la gare à un moment ou un autre pendant cet arrêt dans les parcs? (VEUILLEZ COCHER UNE CASE)

Oui ( ) VEUILLEZ PASSER À LA QUESTION 2 29 -

Non ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

2-a) Combien de personnes de votre groupe sont âgées de 16 ans ou plus et combien sont âgées de moins de 16 ans? (PRÉCISEZ CI-DESSOUS)

16 ans ou plus __________ 30-
(INSCRIVEZ L'ÂGE) 31-

Moins de 16 ans __________ 32-
(INSCRIVEZ L'ÂGE) 33-

2-b) Y a-t-il dans votre groupe une personne âgée de 16 ans ou plus qui réside de façon permanente ou saisonnière dans un parc national? (VEUILLEZ COCHER UNE CASE)

Non ( ) VEUILLEZ ALLER À LA QUESTION 3 34-

Oui ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

35/39

3. Parmi les personnes âgées de 16 ans ou plus dans votre groupe, quelle est celle dont l'anniversaire est le plus proche? (INSCRIVEZ LE PRÉNOM CI-DESSOUS).

INSCRIVEZ LE PRÉNOM: ______________________________

Veuillez demander à la personne dont le nom figure ci-dessus de répondre au reste du questionnaire.

La plupart des questions suivantes sont à choix multiple, avec un numéro apposé à côté de chacun. Vous n'avez qu'à encercler le numéro près de votre choix. Par exemple:

Ma couleur préférée est le ...

Rouge	[✓ 1]
Vert	2
Bleu	3
Jaune	4

4. Regardez la carte des quatre parcs annexée au présent questionnaire. Pensez-vous revenir dans l'un des parcs au cours de votre voyage? 40-

Non, nous ne reviendrons pas dans les parcs au cours de ce voyage	1 VEUILLEZ ALLER À LA Q.5
Oui, nous prévoyons revenir dans les parcs au cours de ce voyage	2 VEUILLEZ REMETTRE LE QUESTIONNAIRE

41/45

5-a) Quelle est votre résidence principale? (INSCRIVEZ LA VILLE, LA PROVINCE, L'ÉTAT, LE PAYS).

46-
47-
48-

VILLE	PROVINCE OU ÉTAT	PAYS	46- 47- 48-

-b) Quelle est la destination de votre voyage?

VILLE	PROVINCE OU ÉTAT	PAYS	49- 50- 51-

-c) La région des parcs nationaux est-elle la principale destination de votre voyage?

Oui	1	52-
Non	2	53 /

6. En vous aidant de la carte, pouvez-vous indiquer quels sont les parcs que vous avez visités? (VEUILLEZ ENCERCLER UN CHIFFRE POUR CHAQUE PARC).

	NON VISITÉ	VISITÉ	
Parc national de Banff	1	2	54-
Parc national de Jasper	1	2	55-
Parc national de Yoho	1	2	56-
Parc national de Kootenay	1	2	57-

7-a) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre voyage? ENCERCLEZ UNE SEULE RÉPONSE À LA Q.7-a) CI-DESSOUS.

-b) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre visite dans les parcs nationaux? ENCERCLEZ UNE SEULE RÉPONSE À LA Q. 7-b) CI-DESSOUS. 58/75

		-a) But principal du voyage	-b) But principal de votre visite dans les parcs nationaux	
Affaires:	Réunion spéciale, conférence, congrès, colloque, exposition commerciale	1	1	76- 77-
	Autres affaires	2	2	
Personnel:	Réunion de famille par ex. visite à des amis ou des parents, mariages, funérailles, etc.	3	3	
	Courses: par ex. magasins, banque, médecin, etc.	4	4	
Agrément:	Vacances	5	5	
	Détente	6	6	
	Visiter un centre de vacances	7	7	
De passage seulement			8	
Autre (PRÉCISEZ)		____________	____________	

78/80
6-2
13/

8. Combien de nuits, le cas échéant, avez-vous passé à l'extérieur de votre foyer pendant tout le voyage?

NBRE DE NUITS (TOUT LE VOYAGE) ____________ (PRÉCISEZ) SI AUCUNE NUIT VEUILLEZ ALLER À LA Q.11. 14- 15- 16-

9. Et combien de nuits au total au cours du présent voyage, avez-vous passé dans les parcs nationaux depuis votre départ?

NBRE DE NUITS DANS LES PARCS ____________ (PRÉCISEZ) SI AUCUNE NUIT DANS LES PARCS ALLEZ À LA Q.11 17- 18- 19-

SI VOUS AVEZ DORMI DANS LES PARCS, VEUILLEZ RÉPONDRE À LA Q.10.

10. Nous désirons savoir quelles installations d'hébergement vous avez utilisées dans les parcs. Pour chaque nuit passée dans un endroit différent, indiquez le lieu de l'hébergement, le type d'hébergement et le nombre de nuits.

Légende - TYPE D'HÉBERGEMENT

1) Hôtel/motel/station/auberge
2) Chalet ou villa
3) Chambre-petit déjeuner
4) Auberge de jeunesse
5) Terrain de camping
6) Camping sauvage
7) Amis/parents/maison de vacances personnelle

	ARRÊT POUR LA NUIT	NOMS ET LIEUX D'HÉBERGEMENT (INSCRIVEZ CI-DESSOUS)	TYPE D'HÉBERGEMENT (SE REPORTER À LA LÉGENDE POUR ENCERCLER LE CHIFFRE APPROPRIÉ)	NOMBRE DE NUITS DANS CE LIEU (INSCRIVEZ LE NOMBRE)
20-	PREMIER:	____________	1 2 3 4 5 6 7	____________
26-	SECOND:	____________	1 2 3 4 5 6 7	____________
32-	TROISIÈME:	____________	1 2 3 4 5 6 7	____________
38-	QUATRIÈME:	____________	1 2 3 4 5 6 7	____________
44-	CINQUIÈME:	____________	1 2 3 4 5 6 7	____________
50-	SIXIÈME:	____________	1 2 3 4 5 6 7	____________
56-	SEPTIÈME:	____________	1 2 3 4 5 6 7	____________
62-	HUITIÈME:	____________	1 2 3 4 5 6 7	____________

68/69

SI VOUS N'ÊTES PAS LA PERSONNE DANS LE GROUPE QUI EST LE PLUS AU COURANT DES DÉPENSES DU GROUPE, VEUILLEZ DEMANDER À CETTE PERSONNE DE VOUS AIDER À RÉPONDRE AUX QUESTIONS SUIVANTES CONCERNANT LES DÉPENSES DU VOYAGE.

11. Une partie de vos dépenses étaient-elles payées avant votre entrée dans les parcs nationaux?

Oui 1 70-

Non 2 VEUILLEZ ALLER À LA Q. 15

71/80

6-3

12-a) Veuillez indiquer, en vous aidant de la liste ci-dessous, vos dépenses avant votre départ, en vue de votre visite dans les parcs nationaux. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -a).

-b) Indiquez si elles faisaient partie d'un forfait ou non. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -b).

-c) Pour chacune des dépenses ne faisant pas partie d'un forfait, veuillez préciser le montant payé ainsi que la devise. (EX. FRANC, DEUTSCHEMARK, YEN, DOLLARS US, DOLLARS CAN, ETC.)

	-a)	-b)		-c)		10-
	DÉPENSES AVANT DÉPART	FORFAIT	NON-FORFAIT	POUR LES NON-FORFAITS PRÉCISEZ: MONTANT	DEVISE	11- 12-
Hébergement	1	1	1	________$	______	13-
Boissons et aliments	2	2	2	________$	______	17-
Divertissement, activités, visites guidées, billets pour téléférique	3	3	3	________$	______	21-
Location de véhicule possession dans un parc	4	4	4	________$	______	25-
Location de véhicule possession à l'extérieur d'un parc	5	5	5	________$	______	29-
Transport	6	6	6	________$	______	33-
Aucun	9 ALLEZ À LA Q.15					

SI CES DÉPENSES AVANT DÉPART FAISAIENT PARTIE D'UN FORFAIT, VEUILLEZ RÉPONDRE À LA QUESTION 13., SINON ALLEZ À LA QUESTION 14.

13-a) Quel est le montant total versé par chaque personne de votre groupe pour un forfait payé d'avance? PRÉCISEZ LE MONTANT ET LA DEVISE. 37-

________________$ ________________

MONTANT DEVISE

-b) Combien de nuits en tout étaient incluses dans votre forfait payé d'avance et combien de ces nuits avez-vous passées dans un parc? 41-

________________ ________________

NUITS EN TOUT NUITS DANS UN PARC 44-

-c) Si votre transport était inclus dans le forfait payé d'avance, veuillez préciser votre point de départ. 47- 48- 49-

________________ ________________ ________________

VILLE (LA PLUS PROCHE) PROVINCE OU ÉTAT PAYS

14. SI VOUS AVEZ PAYÉ L'HÉBERGEMENT SÉPARÉMENT (PAS PARTIE DU FORFAIT), VEUILLEZ RÉPONDRE À LA QUESTION 14. SINON ALLEZ À LA QUESTION 15.)

Combien de nuits au total ce forfait couvrait-il et combien de ces nuits avez-vous passées dans un parc? 50-

________________ ________________

NUITS EN TOUT NUITS DANS UN PARC 53-

56-58/

15-a) Pour chaque catégorie de dépenses figurant ci-dessous, veuillez indiquer le montant total dépensé par l'ensemble de votre groupe pendant la durée totale de la visite dans les parcs. Indiquez tous les achats payés comptant, à crédit, par chèque de voyage et par chèque. N'indiquez cependant pas les dépenses payées d'avance qui figurent dans les questions précédentes.

Combien fut dépensé par l'ensemble de votre groupe pour ...? INSCRIVEZ LE MONTANT EN DOLLARS CANADIENS POUR CHAQUE CATÉGORIE FIGURANT CI-DESSOUS. SI VOUS NE CONNAISSEZ PAS LE MONTANT EN DEVISES CANADIENNES, INSCRIVEZ LE MONTANT ET PRÉCISEZ LA DEVISE DANS L'ESPACE PRÉVU À CETTE FIN.

	SI SANS OBJET COCHEZ CASE	MONTANT EN $ CAN	AUTRE DEVISE (VEUILLEZ PRÉCISER MONTANT ET DEVISE)	59- 60-
Hébergement dans les parcs, à l'exception de camping	( )	_______$	__________	61-
Frais de camping	( )	_______$	__________	65-
Boissons et aliments achetés dans les restaurants, hôtels ou bars des parcs	( )	_______$	__________	69-
Aliments et boissons achetés dans les parcs	( )	_______$	__________	73-
Essence et huile pour le véhicule, entretien et réparations achetées dans les parcs	( )	_______$	__________	77- 5- 3 6-4
Transports dans les parcs, dont les minibus, les taxis, etc.	( )	_______$	__________	13-
Location d'un véhicule, possession dans un parc	( )	_______$	__________	17-
Loisirs et divertissements dont les visites, les billets, la location de matériel, etc., achetés dans les parcs	( )	_______$	__________	21-
Frais d'inscription à un congrès ou un colloque dans les parcs	( )	_______$	__________	25-
Frais d'entrée dans les parcs, frais de permis	( )	_______$	__________	29-
Achats personnels comme: souvenirs, équipement, films, vêtements, etc., effectués dans les parcs	( )	_______$	__________	33-
Montant total approximatif		_______$	__________	37-56/ 57-

16-a) Pouvez-vous donner les raisons qui ont influencé votre décision de visiter les parcs nationaux de Banff ou de Jasper?

______________________________ 61-

______________________________ 62-

______________________________ 63-

-b) Dans l'ensemble, comment évaluez-vous votre visite dans les parcs nationaux de Banff et de Jasper? ENCERCLEZ UNE RÉPONSE. 64-

	Excellente	1
	Très bien	2
	Bien	3
	Passable	4
ou	Faible	5

-c) Quels attraits, installations ou services aimeriez-vous voir implantés ou améliorés dans les parcs nationaux de Banff ou de Jasper? (INSCRIVEZ CI-DESSOUS)

______________________________ 65-

______________________________ 66-

______________________________ 67-

17. Lequel des énoncés suivants décrit le mieux l'impact des jeux olympiques d'hiver 1988 sur votre décision d'entreprendre ce voyage? ENCERCLEZ UNE RÉPONSE. 68-

	J'ai visité les parcs comme j'étais dans la région pour organiser, couvrir ou participer aux jeux olympiques	1
	Ce que j'ai vu ou entendu sur les jeux olympiques m'a donné le goût de visiter les parcs.	2
	J'ai dû changer les dates de ma visite dans les parcs à cause des jeux olympiques.	3
OU	Les jeux olympiques n'avaient rien à voir avec ma décision de visiter les parcs.	4

18. **Veuillez inscrire l'âge et le sexe de chacune des personnes de votre groupe, dont les vôtres. Inscrivez votre âge et votre sexe sur la première ligne.**

	ÂGE	SEXE		
		HOMME	FEMME	
J'ai :	______ ans	1	2	69-
	______ ans	1	2	71-
	______ ans	1	2	73-
	______ ans	1	2	75-
	______ ans	1	2	77-
				6-5
	______ ans	1	2	13-
	______ ans	1	2	15-
	______ ans	1	2	17-
				19/21

19. Veuillez indiquer votre profession en donnant seulement le genre de travail que vous accomplissez et le type de compagnie pour laquelle vous travaillez, sans en préciser le nom. (PRÉCISEZ. SI RETRAITÉ, COCHEZ LA CASE)

______________________ DANS ______________________ 22-
(GENRE DE TRAVAIL) (TYPE DE COMPAGNIE)

( ) RETRAITÉ

20. Veuillez inscrire votre nom et votre adresse complète, code postal inclus.

NOM DU PARTICIPANT: ______________________

ADRESSE: ______________________

VILLE: ____________ PROVINCE/ÉTAT: ____________

PAYS: ______________________

CODE POSTAL/ZIP: ______________________ 23-

N° DE TÉLÉPHONE: ____________ ____________
CODE RÉGIONAL NUMÉRO

MERCI BEAUCOUP D'AVOIR PARTICIPÉ À LA PRÉSENTE ENQUÊTE. JE VOUS PRIE DE REMPLIR CE QUESTIONNAIRE ET DE NOUS LE RETOURNER PAR LA POSTE.

L'ENVELOPPE CI-JOINTE EST DÉJÀ ADRESSÉE ET AFFRANCHIE POUR PLUS DE COMMODITÉ. VOS RÉPONSES NOUS AIDERONS À AMÉLIORER LES SERVICES ET LES INSTALLATIONS DANS LES PARCS.

VEUILLEZ, S'IL VOUS PLAIT, REMPLIR ET POSTER CE QUESTIONNAIRE AVANT DE QUITTER LE CANADA.

EN SIGNE DE RECONNAISSANCE POUR VOTRE COLLABORATION, VOICI UN SOUVENIR DE L'ALBERTA.

RECORD:	Refused before screening	31-1
	Qualified but refused	2

13-

Location:________________________________ 14-

Date: ________________________________ 15-

Day Month

Start: ________________ A.M.
P.M.

Finish: ________________ A.M.
P.M.

Interviewer:____

CHARTERED MOTORCOACH QUESTIONNAIRE

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

ENQUÊTE S'ADRESSANT AUX VISITEURS DES PARCS NATIONAUX

Cher guide touristique,

Ruston/Tomany & Associates, une société d'étude de marché, mène une étude pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique. Les renseignements obtenus grâce à cette dernière nous permettront de planifier l'avenir des parcs et de nous assurer que leurs installations plaisent aux touristes du monde entier.

Dans le cadre de l'étude, nous désirons obtenir des renseignements des visiteurs voyageant en autobus nolisé. Nous savons qu'il s'agit d'un secteur très important du marché des visiteurs et voulons nous assurer que l'opinion de ces passagers sera incluse dans notre étude. C'est pourquoi nous distribuons des questionnaires à certains passagers le jour où ils quittent le parc. Il est possible que certains passagers de votre groupe soient abordés, au moment où ils montent dans l'autobus, par les interviewers de Ruston/Tomany et qu'ils reçoivent un questionnaire à remplir et à retourner par la poste. Les enveloppes sont affranchies. Ne vous inquiétez pas, au moment de la distribution des questionnaires, nos interviewers ne ralentiront pas votre groupe, ni ne retarderont son départ.

Nous vous serions reconnaissants de collaborer avec nous. Vous pourriez nous aider en encourageant les passagers à remplir les questionnaires et à nous les retourner par la poste le jour-même.

Je vous remercie à l'avance de votre collaboration.

Salutations cordiales,

Denis Tomany
Président

DT:as

Cher visiteur,

Ruston/Tomany & Associates, une société d'étude de marché, mène pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique, une étude sur les parcs nationaux de Banff, Jasper, Yoho et Kootenay. Les renseignements obtenus par l'entremise de l'étude nous permettront de planifier l'avenir des parcs.

Auriez-vous l'obligeance de prendre quelques minutes afin de remplir les deux questionnaires ci-joints et de nous les retourner dans l'enveloppe affranchie fournie.

Il est important qu'un seul membre de votre groupe remplisse les questionnaires (par groupe nous ne voulons pas dire tout le monde à bord de l'autobus). Veuillez lire les questions 1 et 2 figurant sur le questionnaire Voyage nolisé (longues feuilles de papier) pour savoir qui, dans votre groupe, devrait remplir les questionnaires.

Comme certaines des questions portent sur les dépenses dans le parc, veuillez ne remplir le questionnaire qu'une fois sorti de ce dernier.

Veuillez poster les questionnaires remplis aujourd'hui-même!, soit au moment de votre arrivée à l'hôtel, soit à l'aéroport si vous partez aujourd'hui. L'enveloppe est déjà affranchie, vous n'avez donc pas à apposer de timbre si vous la postez au Canada ou aux États-Unis.

J'aimerais en tout dernier lieu vous remercier de votre collaboration et j'espère que vous avez eu un séjour agréable dans les parcs.

Salutations cordiales,

Denis Tomany
Président

DT:as

Ruston/Tomany & Associates Ltd. R/T 19151

VOYAGE NOLISÉ

5-4
6-1
7-2

Bonjour, je travaille chez Ruston/Tomany & Associés, une société d'étude de marché. Nous menons pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique une étude sur les parcs nationaux de Banff, Jasper, Yoho et Kootenay. Auriez-vous l'amabilité de m'accorder quelques minutes pour répondre à ce questionnaire? 19/

1. Combien de personnes dans votre groupe sont âgées de 16 ans ou plus et combien sont âgées de moins de 16 ans? Par le groupe, je ne veux pas dire tout le monde dans l'autobus. (PRÉCISEZ CI-DESSOUS)

16 ans ou plus ____________________ 20-
(INSCRIVEZ L'ÂGE) 21-

Moins de 16 ans ____________________ 22-
(INSCRIVEZ L'ÂGE) 23-

2. Parmi les personnes âgées de 16 ans ou plus dans votre groupe, quelle est celle dont l'anniversaire est le plus proche? (INSCRIVEZ LE PRÉNOM CI-DESSOUS).

INSCRIVEZ LE PRÉNOM: ______________________________

Veuillez demander à la personne dont le nom figure ci-dessus de répondre au reste du questionnaire.

La plupart des questions suivantes sont à choix multiple, avec un numéro apposé à côté de chacun. Vous n'avez qu'à encercler le numéro de votre choix. Par exemple:
Ma couleur préférée est le ...

Rouge	[✓ 1]
Vert	2
Bleu	3
Jaune	4

3. Quelle est votre résidence principale? (INSCRIVEZ LA VILLE, LA PROVINCE, L'ÉTAT, LE PAYS).

46-
47-
______ VILLE ______ PROVINCE OU ÉTAT ______ PAYS 48-

4. Quelle est la destination de votre voyage?

49-
50-
______ VILLE ______ PROVINCE OU ÉTAT ______ PAYS 51-

5. La région des parcs nationaux est-il la principale destination de votre voyage?

Oui 1 52-
Non 2 53/

6. En vous aidant de la carte, pouvez-vous indiquer quels sont les parcs que vous avez visités? (VEUILLEZ ENCERCLER UN CHIFFRE POUR CHAQUE PARC)

	NON VISITÉ	VISITÉ	
Parc national de Banff	1	2	54-
Parc national de Jasper	1	2	55-
Parc national de Yoho	1	2	56-
Parc national de Kootenay	1	2	57-

58/80
6-2
13/

7. Combien de nuits, le cas échéant, avez-vous passé à l'extérieur de votre foyer pendant votre voyage?

NBRE DE NUITS (TOUT LE VOYAGE) ______ (PRÉCISEZ) SI AUCUNE NUIT VEUILLEZ ALLER À LA Q.11. 14- 15- 16-

8. Et combien de nuits au total au cours du présent voyage, avez-vous passé dans les parcs nationaux depuis votre départ?

NBRE DE NUITS DANS LES PARCS ______ (PRÉCISEZ) SI AUCUNE NUIT DANS LES PARCS ALLEZ À LA Q.11 17- 18- 19-

9. Nous désirons savoir quelles installations d'hébergement vous avez utilisées dans les parcs. Pour chaque nuit passée dans un endroit différent, indiquez le lieu de l'hébergement, le type d'hébergement et le nombre de nuits.

Légende - TYPE D'HÉBERGEMENT

1) Hôtel/motel/station/auberge

2) Chalet ou villa

3) Chambre-petit déjeuner

4) Auberge de jeunesse

5) Terrain de camping

6) Camping sauvage

7) Amis/parents/maison de vacances personnelle

	ARRÊT POUR LA NUIT	NOMS ET LIEUX D'HÉBERGEMENT (INSCRIVEZ CI-DESSOUS)	TYPE D'HÉBERGEMENT (SE REPORTER À LA LÉGENDE POUR ENCERCLER LE CHIFFRE APPROPRIÉ)	NOMBRE DE NUITS DANS CE LIEU (INSCRIVEZ LE NOMBRE)
20-	PREMIER:	____________	1 2 3 4 5 6 7	____________
26-	SECOND:	____________	1 2 3 4 5 6 7	____________
32-	TROISIÈME:	____________	1 2 3 4 5 6 7	____________
38-	QUATRIÈME:	____________	1 2 3 4 5 6 7	____________
44-	CINQUIÈME:	____________	1 2 3 4 5 6 7	____________
50-	SIXIÈME:	____________	1 2 3 4 5 6 7	____________
56-	SEPTIÈME:	____________	1 2 3 4 5 6 7	____________
62-	HUITIÈME:	____________	1 2 3 4 5 6 7	____________

68/69

SI VOUS N'ÊTES PAS LA PERSONNE DANS LE GROUPE QUI EST LE PLUS AU COURANT DES DÉPENSES DU GROUPE, VEUILLEZ DEMANDER À CETTE PERSONNE DE VOUS AIDER À RÉPONDRE AUX QUESTIONS SUIVANTES CONCERNANT LES DÉPENSES DU VOYAGE.

10. Une partie de vos dépenses étaient-elles payées avant votre entrée dans les parcs nationaux?

Oui 1 70-

Non 2 VEUILLEZ ALLER À LA Q. 14

71/80

6-3

11-a) Veuillez indiquer, en vous aidant de la liste ci-dessous, vos dépenses avant votre départ, en vue de votre visite dans les parcs nationaux. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -a).

-b) Indiquez si elles faisaient partie d'un forfait ou non. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -b).

-c) Pour chacune des dépenses ne faisant pas partie d'un forfait, veuillez préciser le montant payé ainsi que la devise. (EX. FRANC, DEUTSCHEMARK, YEN, DOLLARS US, DOLLARS CAN, ETC.)

	-a) DÉPENSES AVANT DÉPART	-b) FORFAIT	NON-FORFAIT	-c) POUR LES NON-FORFAITS PRÉCISEZ: MONTANT	DEVISE	10- 11- 12-
Hébergement	1	1	1	______$	______	13-
Boissons et aliments	2	2	2	______$	______	17-
Divertissement, activités, visites guidées, billets pour téléférique	3	3	3	______$	______	21-
Location de véhicule possession dans un parc	4	4	4	______$	______	25-
Location de véhicule possession à l'extérieur d'un parc	5	5	5	______$	______	29-
Transport	6	6	6	______$	______	33-

Aucun 9 ALLEZ À LA Q. 14

SI CES DÉPENSES AVANT DÉPART FAISAIENT PARTIE D'UN FORFAIT, VEUILLEZ RÉPONDRE À LA QUESTION 12, SINON ALLEZ À LA QUESTION 13.

12-a) Quel est le montant total versé par chaque personne de votre groupe pour un forfait payé d'avance? PRÉCISEZ LE MONTANT ET LA DEVISE. 37-

______$ MONTANT ______ DEVISE

-b) Combien de nuits en tout étaient incluses dans votre forfait payé d'avance et combien de ces nuits avez-vous passées dans un parc? 41-

______ NUITS EN TOUT ______ NUITS DANS UN PARC 44-

-c) Si votre transport était inclus dans le forfait payé d'avance, veuillez préciser votre point de départ. 47- 48- 49-

______ VILLE (LA PLUS PROCHE) ______ PROVINCE OU ÉTAT ______ PAYS

13. SI VOUS AVEZ PAYÉ L'HÉBERGEMENT SÉPARÉMENT (PAS PARTIE DU FORFAIT), VEUILLEZ RÉPONDRE À LA QUESTION 14. SINON ALLEZ À LA QUESTION 13.)

Combien de nuits au total ce forfait couvrait-il et combien de ces nuits avez-vous passées dans un parc? 50-

______ NUITS EN TOUT ______ NUITS DANS UN PARC 53-

56-58/

14. Pour chaque catégorie de dépenses figurant ci-dessous, veuillez indiquer, le montant total dépensé par l'ensemble des personnes dans le véhicule pendant la durée totale de la visite dans les parcs. Indiquez tous les achats payés comptant, à crédit, par chèque de voyage et par chèque. N'indiquez cependant pas les dépenses payées d'avance qui figurent dans les questions précédentes.

Combien fut dépensé par l'ensemble des personnes dans le véhicule pour...? INSCRIVEZ LE MONTANT EN DOLLARS CANADIENS POUR CHAQUE CATÉGORIE FIGURANT CI-DESSOUS. SI VOUS NE CONNAISSEZ PAS LE MONTANT EN DEVISES CANADIENNES, INSCRIVEZ LE MONTANT ET PRÉCISEZ LA DEVISE DANS L'ESPACE PRÉVU À CETTE FIN.

	SI SANS OBJET COCHEZ CASE	MONTANT EN $ CAN	AUTRE DEVISE (VEUILLEZ PRÉCISER MONTANT ET DEVISE)	59- 60-
Hébergement dans les parcs, à l'exception de camping	( )	_______$	__________	61-
Frais de camping	( )	_______$	__________	65-
Boissons et aliments achetés dans les restaurants, hôtels ou bars des parcs	( )	_______$	__________	69-
Aliments et boissons achetés dans les parcs	( )	_______$	__________	73-
Essence et huile pour le véhicule, entretien et réparations dans les parcs	( )	_______$	__________	77- 5-1 6-4
Transports dans les parcs, dont les minibus, les taxis, etc.	( )	_______$	__________	13-
Location de véhicule, possession dans un parc	( )	_______$	__________	17-
Loisirs et divertissements dont les visites, les billets, la location de matériel, etc., achetés dans les parcs	( )	_______$	__________	21-
Frais d'inscription à un congrès ou un colloque dans les parcs	( )	_______$	__________	25-
Frais d'entrée dans les parcs, frais de permis	( )	_______$	__________	29-
Achats personnels comme: souvenirs, équipement, films, vêtements, etc., effectués dans les parcs	( )	_______$	__________	33-
Montant total approximatif		_______$	__________	37-56/ 57

15-a) Pouvez-vous donner les raisons qui ont influencé votre décision de visiter les parcs nationaux de Banff ou de Jasper?

____ 61-

____ 62-

____ 63-

-b) Dans l'ensemble, comment évaluez-vous votre visite dans les parcs nationaux de Banff et de Jasper? ENCERCLEZ UNE RÉPONSE. 64-

	Excellente	1
	Très bien	2
	Bien	3
	Passable	4
ou	Faible	5

-c) Quels attraits, installations ou services aimeriez-vous voir implantés ou améliorés dans les parcs nationaux de Banff ou de Jasper? (INSCRIVEZ CI-DESSOUS)

____ 65-

____ 66-

____ 67-

16. Lequel des énoncés suivants décrit le mieux l'impact des jeux olympiques d'hiver 1988 sur votre décision d'entreprendre ce voyage? ENCERCLEZ UNE RÉPONSE. 68-

	J'ai visité les parcs comme j'étais dans la région pour organiser, couvrir ou participer aux jeux olympiques	1
	Ce que j'ai vu ou entendu sur les jeux olympiques m'a donné le goût de visiter les parcs.	2
	J'ai dû changer les dates de ma visite dans les parcs à cause des jeux olympiques.	3
OU	Les jeux olympiques n'avaient rien à voir avec ma décision de visiter les parcs.	4

17. Veuillez inscrire l'âge et le sexe de chacune des personnes à bord du véhicule, dont les vôtres. Inscrivez votre âge et votre sexe sur la première ligne.

	ÂGE		SEXE		
			HOMME	FEMME	
J'ai :	______	ans	1	2	69-
	______	ans	1	2	71-
	______	ans	1	2	73-
	______	ans	1	2	75-
	______	ans	1	2	77-
	______	ans	1	2	6-5 13-
	______	ans	1	2	15-
	______	ans	1	2	17-

19/21

18. Veuillez indiquer votre profession en donnant seulement le genre de travail que vous accomplissez et le type de compagnie pour laquelle vous travaillez, sans en préciser le nom. (PRÉCISEZ. SI RETRAITÉ, COCHEZ LA CASE)

__________________ DANS __________________ 22-
(GENRE DE TRAVAIL) (TYPE DE COMPAGNIE)

( ) RETRAITÉ

19. Veuillez inscrire votre nom et votre adresse complète, code postal inclus.

NOM DU PARTICIPANT: ______________________

ADRESSE: ______________________

VILLE: ____________ PROVINCE/ÉTAT: ____________

PAYS: ______________________

CODE POSTAL/ZIP: ______________________ 23-

N° DE TÉLÉPHONE: ____________ ____________
CODE RÉGIONAL NUMÉRO

Merci beaucoup d'avoir complété ce questionnaire. Nous vous serions gré de compléter le second questionnaire sur vos activités dans les parcs et de donner votre opinion sur ces derniers et leurs installations. Insérez les questionnaires une fois remplis dans l'enveloppe fournie.

Veuillez les poster aujourd'hui-même, soit au moment de votre arrivée à l'hôtel ou à l'aéroport si vous partez aujourd'hui.

L'enveloppe est déjà affranchie, vous n'avez donc pas à apposer de timbre si vous la postez au Canada ou aux États-Unis.

29/30

ATTITUDINAL MAILBACK QUESTIONNAIRE

Distributed To All Parks Visitors
In All Modes For Self-Completion

111 Elizabeth Street
[illegible]ronto, Ontario M5G 1P7
[illegible]/977-1533

Ruston/Tomany
& Associates Ltd.

Cher participant,

Nous vous remercions de prendre le temps de répondre à l'enquête s'adressant aux visiteurs des parcs nationaux. Ce questionnaire à retourner par la poste nous fournira les renseignements supplémentaires dont nous avons besoin pour dresser un dossier précis et complet de votre visite au parc. Ces renseignements serviront en outre à améliorer les parcs nationaux.

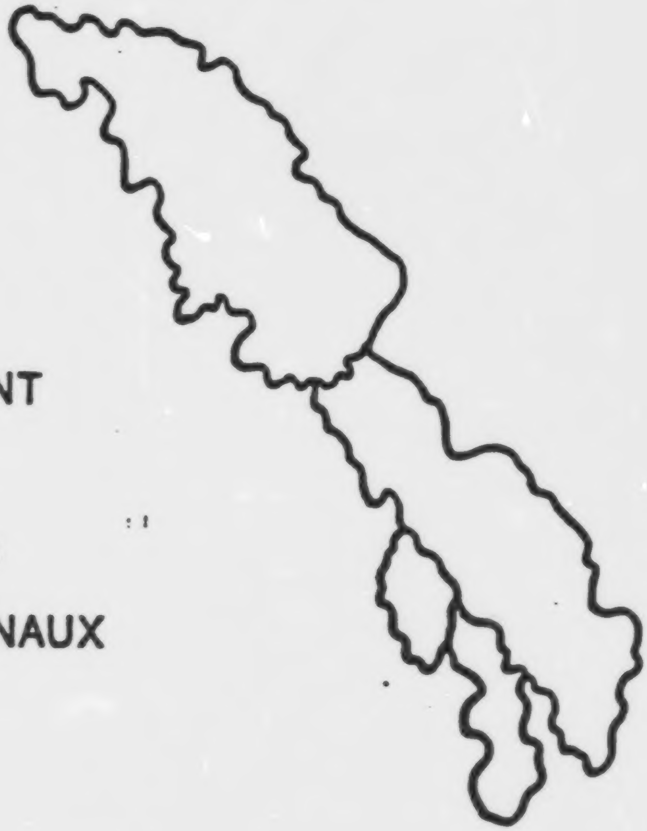
Vos réponses ont une très grande importance; veuillez remplir le questionnaire et le retourner dans l'enveloppe affranchie fournie.

Salutations cordiales,

Denis Tomany
Président

DT/ss

ENQUÊTE S'ADRESSANT AUX VISITEURS DES PARCS NATIONAUX



5-5

6-1

7-2

QUELQUES DIRECTIVES AVANT DE COMMENCER

La plupart des questions sont à choix multiple, avec un numéro apposé à côté de chacune des possibilités de réponse. Pour indiquer votre réponse, vous n'avez qu'à encercler le numéro près de votre choix.

Par exemple:

Ma couleur préférée est le ...

Bleu	1
Vert	2
Rouge	[✓ 3]
Jaune	4

Si plus d'une réponse s'applique, encerclez alors tous les chiffres appropriés.

Certaines questions sont suivies d'un espace vide plutôt que de numéros de réponse. Vous n'avez qu'à y répondre dans vos propres mots.

SI VOUS N'ÊTES ALLÉ QU'AUX PARCS NATIONAUX YOHO OU KOOTENAY, PASSEZ À LA Q. 10 SUR LA PAGE 10. DANS LE CAS CONTRAIRE, VEUILLEZ REMPLIR TOUT LE QUESTIONNAIRE.

1. Encerclez toutes les activités et tous les programmes figurant dans la liste auxquels vous avez participé dans les parcs nationaux de Banff ou de Jasper. Ne pas mentionner les activités ou les programmes auxquels vous n'avez participé que dans les parcs nationaux Yoho ou Kootenay. (REPORTEZ-VOUS À LA CARTE ET ENCERCLEZ TOUTES LES RÉPONSES POSSIBLES.)

Visite en automobile	01
Visite en autobus	02
Observation de la nature	03
Observation des oiseaux	04
Pique-nique	05
Photographie	06
Alpinisme	07
Escalade de glacier	08
Jogging, course	09
Randonnée seul ou avec votre propre groupe	10
Randonnée avec un naturaliste du parc	11
Participation à un programme éducatif ou d'interprétation du Parc	12
Participation à un cours au Centre Banff	13
Études et recherches scientifiques	14
Pêche	15
Natation	16
Plongée sous-marine/Tuba	17
Excursions en bateau	18
Autres activités nautiques: bateau, canot, kayak, voile	19
Rivière en pneumatique	20
Planche à voile	21
Équitation en sentiers	22
Promenade en calèche	23
Vélo	24
Golf	25
Tennis	26
Magasins	27
Films	28
Festival des arts de Banff	29
Autres activités: théâtre, concerts, expositions	30
Visite des musées, expositions et sites historiques	31
Activités sportives	32
Autres festivals et activités	33
Ski alpin	34
Ski de fond	35
Patin	36
Raquette	37
Promenades en traîneau tiré par des chevaux	38
Promenades en traîneau tiré par des chiens	39
Randonnée en véhicule sur le champ de glace Columbia	40
Repos, détente	41
Centre d'information touristique	42

Toute autre activité
(VEUILLEZ PRÉCISER)

____

____

N'ai participé à aucune activité et à aucun programme 49

2. Lesquels des lieux suivants avez-vous personnellement visités dans les parcs de Banff ou de Jasper au cours de votre voyage?

LIEUX À VISITER DANS LES PARCS NATIONAUX

LOTISSEMENTS URBAINS

Banff	01
Jasper	02
Village du lac Louise	03

LACS À BANFF

Lac Bow	04
Lac Hector	05
Lac Louise	06
Lac Minnewanka	07
Lac Moraine	08
Lac Peyto	09
Lacs Vermilion	10
Autres lacs à Banff	11
Lacs à Banff, nom inconnu	12

Lacs à Jasper

Lacs Edith et Annette Lac Beauvert	13
Lac Maligne	14
Lac Medicine («Lac qui disparaît»)	15
Lacs Patricia et Pyramid	16
Lacs Jasper/Talbot	17
Autres lacs à Jasper	18
Lacs à Jasper, nom inconnu	19

CHUTES ET SOURCES À BANFF

Chutes Bow	20
Piscine Upper Hot Springs	21
Centre du centenaire Cave and Basin	22
Autres chutes et sources à Banff	23
Chutes et sources à Banff, nom inconnu	24

CHUTES ET SOURCES À JASPER

Chutes Athabasca	25
Chutes Miettes	26
Chutes Punchbowl	27
Chutes Sunwapta	28
Autres chutes et sources à Jasper	29
Chutes et sources à Jasper, nom inconnu	30

GLACIERS ET CHAMPS DE GLACE À BANFF ET À JASPER

Glacier Athabasca	31
Champ de glace Columbia	32
Glacier Stutfield	33
Glacier Crowfoot	34
Glacier Dome	35
Autres glaciers et champs de glace à Banff et à Jasper	36

AUTRES ATTRAITS NATURELS À BANFF

La rocaille Cascade (Édifice administratif) 37

Mont Castle 38

Les hoodoos ou cheminées de fées 39

Canon Johnson 40

Passage à gué de la rivière Saskatchewan 41

Vallée Skoki 42

Région du lac Égypt 43

AUTRES ATTRAITS NATURELS À JASPER

Belvédère pour les chèvres 44

Vallée et canon et Maligne 45

Mont Edith Cavell 46

Vallée des Cinq-lacs 47

Vallée Tonquin 48

Sentier Skyline 49

MUSÉES ET CENTRES D'ART À BANFF

Banff Centre For Fine Arts 50

Musée du parc (histoire naturelle) 51

Luxton Museum (culture amérindienne) 52

Natural History Museum (géologie) 53

Walter J. Phillips Art Gallery 54

Whyte Museum of the Canadian Rockies (art) 55

Musées et centres d'art, nom inconnu 56

MUSÉES ET AUTRES CENTRES À JASPER

Centre du champ de glace Columbia 57

The Den Wildlife Museum 58

LIEUX HISTORIQUES À BANFF ET À JASPER

Ancienne ville minière de Bankead (Banff) 59

Plaque historique de Silver City (Banff) 60

Hôtel Banff Springs 61

Cairn du Old Fort Point (Jasper) 62

Enclos de bisons à Banff 63

TÉLÉFÉRIQUES À BANFF

Lake Louise Gondola Lift 64

Mount Morquay Scenic Lift 65

Sulphur Mountain Gondola Lift 66

Sunshine Village and Gondola 67

TÉLÉFÉRIQUES À JASPER

Jasper Tramway on Whistler's Mountain 68

STATIONS DE SKI À BANFF

Ski Louise 69

Mount Norquay 70

Sunshine Village 71

STATIONS DE SKI À JASPER

Marmot Basin 72

-a) Lors de votre visite des parcs, avez-vous pris part à une visite guidée en autobus des parcs nationaux de Banff ou de Jasper dont le point de départ se trouvait dans un parc? (VEUILLEZ N'ENCERCLER QU'UN SEUL NUMÉRO)

NON	1
OUI	2

DANS L'AFFIRMATIVE

-b) S'agissait-il d'une visite de plus d'un jour ou d'une visite débutant et se terminant le même jour? (VEUILLEZ N'ENCERCLER QU'UN SEUL NUMÉRO)

Visite de plus d'un jour	1
Visite d'un seul jour	2

4-a) Qu'avez-vous aimé dans les parcs nationaux de Banff ou de Jasper? (VEUILLEZ PRÉCISER)

____

____

____

____

-b) Que n'avez-vous pas aimé dans les parcs nationaux de Banff ou de Jasper? (VEUILLEZ PRÉCISER)

____

____

____

____

RÉPONDEZ À LA QUESTION 5 SI VOUS AVEZ PASSÉ DU TEMPS DANS LE PARC NATIONAL DE BANFF

5-a) Veuillez indiquer votre degré de satisfaction quant à votre visite du Parc national de Banff selon les caractéristiques suivantes et cette échelle d'un à sept, un indiquant que vous n'êtes pas du tout satisfait et sept que vous êtes très satisfait. Plus votre degré de satisfaction est élevé, plus le chiffre que vous aurez choisi sera élevé, et vice versa. ENCERCLEZ UN CHIFFRE POUR CHAQUE ÉNONCÉ.

	Pas du tout satisfait		Ni satisfait ni insatisfait			Très satisfait		Sans opinion/ ne s'applique pas
1. Possibilité d'hébergement convenable	1	2	3	4	5	6	7	9
2. Choix de restaurants/ services d'alimentation	1	2	3	4	5	6	7	9
3. Vie nocturne, théâtre et divertissements	1	2	3	4	5	6	7	9
4. Toilettes publiques	1	2	3	4	5	6	7	9
5. Qualité de l'alimentation	1	2	3	4	5	6	7	9
6. Confort et propreté des lieux	1	2	3	4	5	6	7	9
7. Magasins	1	2	3	4	5	6	7	9
8. Qualité du camping	1	2	3	4	5	6	7	9
9. Qualité du service	1	2	3	4	5	6	7	9
10. Protection et préservation de l'environnement	1	2	3	4	5	6	7	9
11. Amabilité, courtoisie et hospitalité des gens de l'endroit	1	2	3	4	5	6	7	9
12. Coût total	1	2	3	4	5	6	7	9

-b) À votre avis qu'est-ce qui différencie le Parc national de Banff des autres parcs que vous avez visités? (PRÉCISEZ CI-DESSOUS.)

____

____

____

RÉPONDEZ À LA QUESTION 6 SI VOUS AVEZ PASSÉ DU TEMPS DANS LE PARC NATIONAL DE JASPER

6-a) Veuillez indiquer votre degré de satisfaction quant à votre visite du Parc national de Jasper selon les caractéristiques suivantes et cette échelle d'un à sept; un indiquant que vous n'êtes pas du tout satisfait et sept que vous êtes très satisfait. Plus votre degré de satisfaction est élevé, plus le chiffre que vous aurez choisi sera élevé, et vice versa. ENCERCLEZ UN CHIFFRE POUR CHAQUE ÉNONCÉ.

	Pas du tout satisfait		Ni satisfait ni insatisfait			Très satisfait		Sans opinion/ ne s'applique pas
1. Possibilité d'hébergement convenable	1	2	3	4	5	6	7	9
2. Choix de restaurants/ services de l'alimentation	1	2	3	4	5	6	7	9
3. Vie nocturne, théâtre et divertissements	1	2	3	4	5	6	7	9
4. Toilettes publiques	1	2	3	4	5	6	7	9
5. Qualité de l'alimentation	1	2	3	4	5	6	7	9
6. Confort et propreté des lieux	1	2	3	4	5	6	7	9
7. Magasins	1	2	3	4	5	6	7	9
8. Qualité du camping	1	2	3	4	5	6	7	9
9. Qualité du service	1	2	3	4	5	6	7	9
10. Protection et préservation de l'environnement	1	2	3	4	5	6	7	9
11. Amabilité, courtoisie et hospitalité des gens de l'endroit	1	2	3	4	5	6	7	9
12. Coût total	1	2	3	4	5	6	7	9

-b) À votre avis qu'est-ce qui différencie le Parc national de Jasper des autres parcs que vous avez visités? (PRÉCISEZ CI-DESSOUS.)

7. À part cette visite, en quelle année avez-vous visité les parcs nationaux de Banff ou de Jasper? INSCRIVEZ L'ANNÉE CI-DESSOUS OU COCHEZ LA CASE.

____

ANNÉE

( ) JAMAIS VISITÉ AUPARAVANT

8. Veuillez indiquer dans la liste ci-dessous, quelles sources d'information vous avez utilisées pour planifier votre voyage dans les parcs nationaux de Banff ou de Jasper. (VEUILLEZ ENCERCLER TOUTES LES CASES QUI S'APPLIQUENT.)

La documentation ou les renseignements que j'ai reçus avant de partir en voyage provenaient d(e)'...

Travel Alberta	01
Tourisme Canada	02
Parcs Canada	03
Colombie-Britannique	04
Un bureau du gouvernement du Canada à l'extérieur du Canada (par ex.: ambassade, consulat, bureau d'échanges commerciaux et de tourisme)	05
J'ai obtenu des renseignements d'un centre d'information au cours du voyage	06
J'ai obtenu des renseignements au cours d'un Salon sur les voyages	07
J'ai consulté une agence de voyages qui ...	
m'a fourni de la documentation	08
m'a fourni d'autres renseignements	09
J'ai vu une annonce à la télé	10
J'ai vu un autre type d'annonce	11
J'ai lu un article sur les voyages	12
J'ai vu un film sur les voyages	13
J'ai lu un livre sur les voyages	14
J'ai suivi les conseils d'amis et de parents	15
Je me suis fié à ma propre expérience personnelle	16
JE N'AI UTILISÉ AUCUNE SOURCE D'INFORMATION	17

9. Quand vous êtes-vous finalement décidé à visiter les Parcs nationaux de Banff et de Jasper? Veuillez encercler le chiffre correspondant au mois et inscrire l'année dans l'espace à cette fin.

MOIS				ANNÉE
Janvier	1	Juillet	7	______ (PRÉCISEZ)
Février	2	Août	8	
Mars	3	Septembre	9	
Avril	4	Octobre	10	
Mai	5	Novembre	11	
Juin	6	Décembre	12	

5-5
6-2
13-

VEUILLEZ RÉPONDRE À TOUTES LES QUESTIONS SUIVANTES.

VEUILLEZ VOUS REPORTER À LA CARTE CI-JOINTE POUR RÉPONDRE À LA QUESTION 10.

10. Veuillez indiquer où vous êtes d'abord entré dans les parcs nationaux au cours de votre voyage.

Endroit 1	(AUT. 16 - ENTRÉE EST)	1
Endroit 2	(AUT. 16 - ENTRÉE OUEST)	2
Endroit 3	(AUT. 11 - ENTRÉE EST)	3
Endroit 4	(AUT. 1 - ENTRÉE OUEST)	4
Endroit 5	(AUT. 93 - ENTRÉE OUEST)	5
Endroit 6	(AUT. 1 - ENTRÉE EST)	6

-b) À quelle date êtes-vous entré pour la première fois dans le parc?

Mois

Jour

-c) Et à quelle heure environ êtes-vous entré pour la première fois dans le parc?

Entre 6 h et 12 h	1
Entre 12 h et 18 h	2
Entre 18 h et 24 h	3
Ou entre 24 h et 6 h	4

SI VOUS RÉSIDEZ À L'EXTÉRIEUR DU CANADA, VEUILLEZ RÉPONDRE À LA Q. 11.

11. Dans quelle ville, municipalité ou à quel endroit avez-vous traversé la frontière lorsque vous êtes entré au Canada lors de ce voyage?

VILLE/MUNICIPALITÉ/ENDROIT

PROVINCE

12. En songeant à votre voyage complet, le temps passé dans les parcs compris, quel est le type de voyage ci-dessous décrivant le mieux le voyage que vous avez fait?

Un voyage de plein-air. Des vacances dans la nature où il était possible de prendre part à des activités comme le camping, la pêche, la randonnée ou des descentes de rivières en pneumatique.	1
Des vacances dans une station estivale. Des vacances dans une station estivale où il était possible de se livrer, sur les lieux mêmes ou à proximité, à diverses activités: plage, ski, golf, tennis, etc.	2
Un voyage d'agrément près-de-chez-vous. Un voyage près de chez vous où vous pouviez profiter notamment de la plage, d'un lac, de la mer, ou d'un parc.	3
Voyage touristique. Un voyage en auto, en autobus ou en train dans des régions d'une grande beauté, d'intérêt culturel ou général.	4
Un tour de ville. Un voyage dans une ville où vous pouviez faire les magasins, visiter les musées, vous divertir, manger à l'extérieur, assister à une pièce de théâtre ou à un concert, ou vous promener, sans plus.	5
Une visite à des amis ou à la famille. Un voyage dont le but premier était de rendre visite ou de passer du temps avec des amis ou la famille.	6
Un voyage d'affaire ou un congrès. Notamment, la participation à une assemblée, à un colloque ou à un congrès.	7

13. Quelle catégorie décrit le mieux les personnes qui vous ont accompagné lors de votre voyage dans les parcs?

Un couple	1
La famille/parents	2
Des amis	3
Collègues	4
Groupe d'étudiants	5
Membres d'un club, d'une association, participants à un congrès	6
Groupe de personnes de l'âge d'or	7
J'étais seul	8

Autre (PRÉCISEZ) ______________________________

14. Lesquels des articles suivants aviez-vous emportés avec vous lors de votre voyage dans les parcs? ENCERCLEZ TOUS LES ARTICLES QUE VOUS AVIEZ AVEC VOUS. (SI VOUS N'AVIEZ AUCUN DES ARTICLES SUIVANTS AVEC VOUS, COCHEZ CETTE CASE ( ) ET PASSEZ À LA QUESTION SUIVANTE).

Tente	1	Équipement de pêche	13
Équipement de randonnée	2	Tuba, équipement de plongée	14
Équipement d'escalade	3	Bâtons de golf	15
Bottes de randonnée	4	Voiturette motorisée de golf	16
Guides	5	Planche à voile	17
Appareil-photo	6	Bicyclette	18
Caméra	7	Motocyclette	19
Caméra pour magnétoscope	8	Bateau	20
Jumelles, télescope	9	Canot, kayak	21
Skis alpin	10	Véhicule tout terrain (VTT)	22
Skis de fond	11	Motoneige	23
Raquettes	12	Autre équipement (Précisez): ____________________ ____________________	24

15-a) Pensez maintenant aux personnes de votre foyer, indépendamment du fait qu'elles ont participé à ce voyage dans les parcs.

Combien de personnes, vous et tous vos enfants inclus, y a-t-il dans votre foyer? (INSCRIVEZ LE NOMBRE)

____

-b) Et combien, le cas échéant, sont âgés de moins de six ans et de six à dix-huit ans inclusivement? (INSCRIVEZ LE NOMBRE)

NOMBRE DE MOINS DE SIX ANS ______________________

NOMBRE DE 6 À 18 ANS INCLUSIVEMENT ____________________

-c) Le soutien familial principal de votre foyer est-il âgé de moins de 45 ans ou de 45 ans et plus? (COCHEZ UN DES CHOIX CI-DESSOUS)

De moins de 45 ans	1
45 ans et plus	2

34-

16-a) En dernier lieu, afin de nous aider à classifier l'information, veuillez inscrire votre revenu annuel en 1986 avant impôts et autres déductions et indiquer la devise.

Revenu annuel personnel en 1986

Devise

-b) Pourriez-vous également inscrire le revenu total de votre foyer en 1986 avant impôts et autres déductions et indiquer la devise.

Revenu du foyer en 1986

Devise

Désirez-vous nous faire part de vos commentaires, négatifs ou positifs, sur vos séjours dans les parcs nationaux?

38-

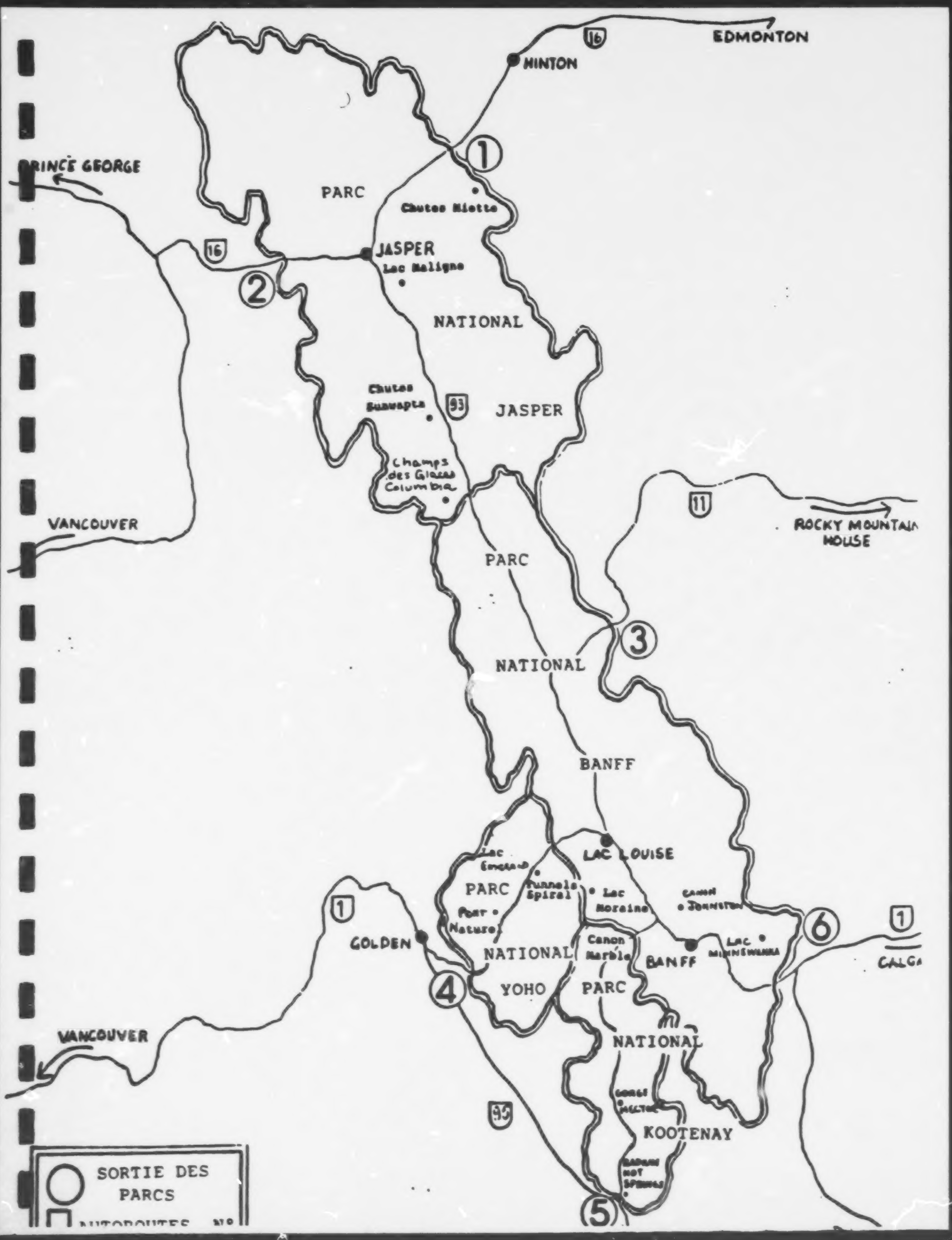
MERCI BEAUCOUP DE VOTRE COLLABORATION.

VEUILLEZ INSÉRER LES QUESTIONNAIRES REMPLIS DANS L'ENVELOPPE FOURNIE À CETTE FIN ET L'ENVOYER À RUSTON/TOMANY & ASSOCIATES. L'ENVELOPPE EST DÉJÀ AFFRANCHIE, VOUS N'AVEZ DONC PAS À APPOSER DE TIMBRE SI VOUS LA POSTEZ AU CANADA OU AUX ÉTATS-UNIS.

41/44

Ruston/Tomany & Associates
111, rue Elizabeth, 4^{e} étage
Toronto (Ontario) M5G 1P7 (Canada)

(416) 977-1533


EDMONTON
16
HINTON
①
PRINCE GEORGE
PARC
Chutes Miette
16
JASPER
Lac Maligne
②
NATIONAL
Chutes Sunwapta
93
JASPER
Champs des Glaces Columbia
VANCOUVER
11
ROCKY MOUNTAIN HOUSE
PARC
③
NATIONAL
BANFF
LAC LOUISE
Lac Emerald
PARC
Tunnels Spiral
Lac Moraine
Canon Johnston
1
Pont Naturel
GOLDEN
Canon Marble
BANFF
Lac Minnewanka
⑥
1
CALG
NATIONAL
④
YOHO
PARC
VANCOUVER
NATIONAL
Gorge Sinclair
95
KOOTENAY
Radium Hot Springs
⑤
SORTIE DES PARCS
AUTOROUTES N°

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

Cher participant,

Vous avez tout récemment répondu à une enquête menée dans les parcs nationaux. Nous vous sommes reconnaissants d'avoir pris le temps de remplir dans le parc une partie de l'enquête. À la fin de l'entrevue, nous vous avons remis un autre questionnaire à compléter et à retourner par la poste. Au moment de la présente, nous ne l'avions pas encore reçu. Au cas où vous l'auriez égaré, nous vous en envoyons un double. Veuillez le remplir et nous le retourner dans l'enveloppe affranchie fournie. Si vous nous l'avez déjà fait parvenir, veuillez ne pas tenir compte de cette lettre.

Ces renseignements sur votre séjour dans les parcs seront inestimables pour la planification à venir des parcs.

Nous vous remercions de votre collaboration et vous prions d'agréer l'expression de nos sentiments les meilleurs.

Denis Tomany
Président

p.j.

DT/ss

GERMAN LANGUAGE QUESTIONNAIRES

SUMMER, FALL, SPRING

Ruston/Tomany & Associates Ltd. R/T 19151
5-1
6-1
7-1
8-

Banff

STRAßENRAND-PRÜFBOGEN

Ort: ____________________ Begonnen: ____________________ A.M. / P.M. 13- 14-

Datum: ____________________ (Tag / Monat) Beendet: ____________________ A.M. / P.M. 15-

Interviewer: ____ 18-

VORSTELLUNG: Hallo, mein Name ist ____________________ von Ruston/Tomany & Associates. Wir führen einen Studie im Auftrage der Regierungen von Kanada, Alberta und British Columbia über die vier National Parks,Banff,Jasper, Yoho and Kootenay durch.

FALLS DER BEANTWORTER ES ABLEHNT, INTERVIEWT ZU WERDEN BEVOR DIE ÜBERPRÜFUNG BEENDET IST, DANN UNTEN EINKREISEN, UND DIESEN PRÜFBOGEN AUFHEBEN.

ABGELEHNT BEVOR DER ÜBERPRÜFUNG 1 PRÜFBOGEN AUFBEWAHREN 19-

A. Befinden Sie sich gegenwärtig auf dem Weg, den Park durch die Banff Ostausfahrt (Banff East Gate) zu verlassen?

Ja 1

Nein 2 AUFHÖREN UND PRÜFBOGEN AUFHEBEN

1. TRAGEN SIE DIE ANZAHL VON PERSONEN IM WAGEN INNERHALB DER ZWEI ALTERSGRUPPEN EIN. WENN SIE DAS NICHT DURCH IHRE EIGENE BEOBACHTUNG FESTSTELLEN KÖNNEN, DANN FRAGEN SIE DEN FAHRER, WIEVIELE DER PERSONEN IM WAGEN SIND :

16 JAHRE ODER ÄLTER ____________ (EINTRAGEN) UNTER 16 JAHRE ____________ (EINTRAGEN) 20-
21-
22-
23-

(HANDKARTE 1)

2-a) Befindet sich irgendjemand in dem Wagen, der mindestens 16 Jahre alt ist, innerhalb einer dieser Kategorien? Nennen Sie mir nur die Nummer gegenüber den Beschreibungen, die auf jegliche Personen in diesem Wagen zutreffen. UNTEN EINTRAGEN.

KEINE 24- 1 MIT F. 3 FORTFAHREN

Auf einem Vertreter-/Wartungsbesuch, Abholung oder Anlieferung 2

Mitglied einer Arbeitsgruppe/ Angestellter im Park 3

Pendler zur oder von Arbeit oder Schule 4

AUFHÖREN UND PRÜFBOGEN AUFHEBEN

Ständiger oder Saisonanlieger in den Parks 5

-b) Sind alle in diesem Wagen ständige oder Saisonanlieger in den Parks?

Ja 25- 1 AUFHÖREN UND PRÜFBOGEN AUFHEBEN

Nein 2

-c) Wieviele Personen in diesem Wagen, die 16 Jahre oder älter sind, sind ständige oder Saisonanlieger in den Parks? (UNTEN EINTRAGEN)

ANLIEGER 16+ ______________ 26-
(EINTRAGEN) 27-

KEINER 00

-d) Und wieviele Personen in diesem Wagen, die unter 16 Jahre sind, sind ständige oder Saisonanlieger in den Parks? (UNTEN EINTRAGEN)

ANLIEGER UNTER 16 ______________ 28-
(EINTRAGEN) 29-

KEINER 00

AUFHÖREN UND PRÜFBOGEN AUFHEBEN

3. WENN NUR EINE PERSON IM WAGEN 16 JAHRE ODER ÄLTER IST, DANN MIT F. 4 FORTFAHREN. WENN MEHR ALS EINE PERSON IM WAGEN 16 JAHRE ODER ÄLTER IST, STELLEN SIE F. 3 . Nun würde ich gerne eine Person in Ihrem Wagen interviewen. Von allen Personen, die 16 Jahre oder älter sind, wer hat den nächsten Geburtstag?

TRAGEN SIE DEN NAMEN DER PERSON EIN, DIE DEN NÄCHSTEN GEBURTSTAG HAT: ______________ UND GEHEN SIE MIT IHR ÜBER DEN RESTLICHEN FRAGEBOGEN.

4. (HANDKARTE 2) Bitte sehen Sie sich diese Karte von den vier Parks an. Planen Sie persönlich, in Gebiete innerhalb der Parkgrenzen zurückzukehren, bevor Sie von dieser Reise nach Hause zurückkehren?

Verlasse den Park das letzte Mal 30-1

Plane zurückzukehren 2 DANKEN SIE DEM BEANTWORTER, BEENDEN SIE DAS INTERVIEW, UND HEBEN SIE DEN PRÜFBOGEN AUF

WENN DER BEANTWORTER SICH FÜR DAS INTERVIEW QUALIFIZIERT, ABER ES ABLEHNT, DANN HEBEN SIE DIESEN PRÜFBOGEN AUF.

WAR QUALIFIZIERT, HAT ABER ABGELEHNT 31- 1 PRÜFBOGEN AUFHEBEN

ROADSIDE QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151
5-1
HIGHWAY 6-1
7-3

Hallo, ich bin von Ruston/Tomany & Associates, einer Marktforschungsfirma. Wir führen eine Studie aus, im Auftrag der Regierungen von Kanada, Alberta, und British Columbia, bezüglich der vier Nationalparks von Banff, Jasper, Yoho und Kootenay. Könnten Sie sich bitte ein paar Minuten Zeit nehmen, und diesen Fragebogen ausfüllen? 19/

1. Wie viele Personen in diesem Fahrzeug sind 16 Jahre oder Älter, und wieviele sind unter 16 Jahre alt? (UNTEN AUSFÜLLEN)

16 Jahre oder Älter ________________ 20-
ZAHL ANGEBEN 21-

Unter 16 Jahre alt ________________ 22-
ZAHL ANGEBEN 23-

2. Hat jemand in diesem Fahrzeug, 16 Jahre oder Älter, einen festen oder vorübergehenden Wohnsitz in den Nationalparks ? (BITTE EINE RUBRIK ANKREUZEN)

Nein ( ) BITTE MIT FRAGE 3 FORTFAHREN 24-

Ja ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

25/29

3. Welche von den Personen in diesem Fahrzeug, 16 Jahre oder Älter, hat am nächsten Geburtstag? (UNTEN DEN VORNAMEN EINTRAGEN).

VORNAMEN EINTRAGEN: ______________________________

Bitte bitten Sie die Person, deren Name Sie in Frage 3 eintrugen, den restlichen Fragebogen auszufüllen.

In den meisten verbleibenden Fragen werden Sie mehrere Wahlen haben, mit einer Zahl neben jeder einzelnen. Bitte kreisen Sie nur die Zahl neben Ihrer Antwort an. Zum Beispiel:

Rot	1
Grün	2
Blau	[✓ 3]
Gelb	4

4. Bitte sehen Sie sich die Karte von den vier Parks an, die dem Fragebogen beigefügt ist. Planen Sie persönlich in Gebiete innerhalb der Parkgrenzen zurückzugehen, bevor Sie von dieser Reise nach Hause zurückkehren? 30-

Nein, ich werde nicht auf dieser Reise in die Parks zurückgehen — 1 BITTE MIT FRAGE 5 FORTFAHREN

Ja, ich plane auf dieser Reise in die Parks zurückzugehen — 2 BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

31/

5-a) Wo haben Sie Ihren festen Wohnsitz? (BITTE TRAGEN SIE STADT, PROVINZ/LAND, NATION EIN.) 46- 47- 48-

STADT/ORTSCHAFT	PROVINZ/LAND	NATION

-b) Welcher Ort, den Sie auf dieser Reise besuchten oder besuchen werden, ist am weitesten von Ihrem Wohnsitz entfernt? 49- 50- 51-

STADT/ORTSCHAFT	PROVINZ/LAND/STAAT	NATION

-c) Ist das Nationalparksystem Ihr Hauptreiseziel?

Ja 1 52-

Nein 2

53/

6. Bitte sehen Sie sich die Karte an, und zeigen sie an, ob Sie seit Ihrer Heimreise eine von vier Nationalparks betreten haben oder nicht. (BITTE KREISEN SIE EINE ZAHL FÜR JEDEN PARK EIN).

	ÜBERHAUPT NICHT BETRETEN	BETRETEN	
Banff National Park	1	2	54-
Jasper National Park	1	2	55-
Yoho National Park	1	2	56-
Kootenay National Park	1	2	57-

7-a) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer gesamten Reise ? (NUR EINEN IN F.7-a,UNTEN,EINKREISEN)

-b) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer Reise nach den Nationalparks ? (NUR EINEN IN F.7-b, UNTEN, EINKREISEN). 58/75

76- 77-

		-a) Hauptgrund für gesamte Reise	-b) Hauptgrund für Nationalparke Reiseteil
Geschäftlich:	Teilnahme an einem besonderen Treffen, wie eine Konferenz, Seminar oder Messe	1	1
	Andere Geschäfte	2	2
Persönlich:	Familiäre Gründe,wie Besuch von Freunden oder Verwandten,Hochzeiten, Bestattungen, etc.	3	3
	Besorgungen:wie Einkäufe ,Banken,Arzt,etc.	4	4
Vergnügen:	Urlaub	5	5
	Tageserholung	6	6
	Urlaub im eigenen Ferienhaus	7	7
Nur auf Durchreise			8
Andere Gründe(ANGEBEN)		______	______

78/80

5-1
6-2
13/

8. Wieviele Nächte, falls überhaupt, werden Sie von zu Hause weg sein, auf dieser Reise?

ANZAHL VON NÄCHTEN (GESAMTE REISE) ____________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN BITTE MIT F.11 FORTFAHREN

14-
15-
16-

9. Und wieviele Nächte haben Sie insgesamt in den Nationalparks verbracht, seit Ihrer Heimreise?

ANZAHL VON NÄCHTEN IN DEN PARKS ____________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN, BITTE MIT F.11 FORTFAHREN

17-
18-
19-

WENN SIE IN DEN PARKS ÜBERNACHTETEN, BEANTWORTEN SIE BITTE F.10

10. Uns interessieren die nächtlichen Unterkünfte, die Sie in den Parks benutzten. Für jede Übernachtung, die Sie in einer verschiedenen Unterbringung verbrachten, bitte geben Sie den Ort und die Art der Unterbringung an, sowie die Anzahl der Übernachtungen.

Legende - ART DER UNTERBRINGUNG

1) Hotel/Motel/Gasthaus/Hütte
2) Kommerzielle Cottage/Kabine
3) Übernachtung mit Frühstück
4) Jugendherberge
5) Campingplatz / Wohnwagenpark
6) Wildniscamping
7) Freunde/Verwandte/eigenes Ferienhaus

	Übernachtung	UNTERBRINGUNGSORTE AUSFÜLLEN	UNTERBRINGUNGSARTEN (SIEHE LEGENDE, UM ENTSPRECHENDE ZAHL EINZUKREISEN)	ANZAHL DER VERBRACHTEN NÄCHTE (ZAHL AUSFÜLLEN)
20-	ERSTE	____________	1 2 3 4 5 6 7	____________
26-	ZWEITE	____________	1 2 3 4 5 6 7	____________
32-	DRITTE	____________	1 2 3 4 5 6 7	____________
38-	VIERTE	____________	1 2 3 4 5 6 7	____________
44-	FÜNFTE	____________	1 2 3 4 5 6 7	____________
50-	SECHSTE	____________	1 2 3 4 5 6 7	____________
56-	SIEBTE	____________	1 2 3 4 5 6 7	____________
62-	ACHTE	____________	1 2 3 4 5 6 7	____________

68/69

11. Waren irgendwelche Ihrer Ausgaben für diese Reise in die Parks vorbezahlt, bevor Sie die Nationalparks betreten hatten?

Ja 1 70-

Nein 2 BITTE MIT F.15 FORTFAHREN

71/80

12-a) Bitte zeigen Sie unten an, für welche Artikel/ Dienstleistungen Sie vorausbezahlt haben, bevor Sie die Parks betraten. (DIE ENTSPRECHENDE ZAHL IN ZEILE a) EINKREISEN).

-b) Für jeden Artikel zeigen Sie an, ob er Teil eines Pauschalpakets war (2 oder mehrere Artikel zusammen gekauft), oder ob er einzeln vorausbezahlt wurde (DIE ENTSPRECHENDE ZAHL IN ZEILE b) EINKREISEN).

-c) Für jeden einzeln vorausbezahlten Artikel (nicht Teil eines Pauschalarrangements) schreiben Sie bitte den bezahlten Gesamtbetrag. SCHREIBEN SIE DEN BETRAG UND DIE WÄHRUNG (z.B. FRANC, DEUTSCHE MARK, YEN, U.S.DOLLAR, KANADISCHER DOLLAR , ETC.).

	-a)	-b)		-c)		10-
	VORAUS-BEZAHLTE ARTIKEL	PAUSCHAL PAKET	EINZELN	FÜR EINZELN BEZAHLTE ARTIKEL NUR AUFFÜHREN BETRAG	 WÄHRUNG	11- 12-
Unterbringung	1	1	1	______	______	13-
Essen/Getränke	2	2	2	______	______	17-
Unterhaltung, Aktivitäten, Besichtigungen, Liftkarten	3	3	3	______	______	21-
Mietwagen in den Parks abgeholt	4	4	4	______	______	25-
Mietwagen außerhalb der Parks abgeholt	5	5	5	______	______	27-
Beförderung	6	6	6	______	______	33-
Keine von diesen	9 BITTE MIT F.15 FORTFAHREN					

FALLS SIE ARTIKEL VORAUSBEZAHLT HATTEN, DIE TEIL EINES PAUSCHALPAKETS WAREN, DANN BEANTWORTEN SIE BITTE FRAGE 13. , ANDERNFALLS FAHREN SIE MIT FRAGE 14. FORT.

13-a) Was war der Gesamtbetrag, den Sie für alle Personen in Ihrem Wagen für das vorausbezahlte Pauschalpacket bezahlten? TRAGEN SIE BETRAG UND WÄHRUNG EIN.

__________ BETRAG __________ WÄHRUNG 37-

-b) Wieviele Übernachtungen waren insgesamt in Ihrem vorausbezahlten Pauschal Paket eingeschlossen, und wieviele von diesen Übernachtungen haben Sie in den Parks verbracht?

__________ GESAMTE ÜBERNACHTUNGEN __________ ÜBERNACHTUNGEN IM PARK 41- 44-

-c) Falls Ihre Beförderung in Ihrem vorausbezahlten Pauschalpaket miteingeschlossen war, schreiben Sie bitte, wo Sie zuerst diese Beförderung genommen hatten.

__________ NÄCHSTGELEGENE STADT ODER ORT __________ PROVINZ/STAAT __________ NATION 47- 48- 49-

14. FALLS SIE IHRE UNTERBRINGUNG GETRENNT (NICHT TEIL EINES PAUSCHALPACKETS IM VORAUS BEZAHLTEN, DANN FÜLLEN SIE BITTE FRAGE AUS, SONST FAHREN SIE MIT FRAGE 15 FORT.

Wieviele Nächte waren insgesamt in der vorausbezahlten Unterbringung eingeschlossen, und wieviele dieser Übernachtungen verbrachten Sie in den Parks?

__________ GESAMTE VORAUSBEZAHLTE ÜBERNACHTUNGEN __________ ÜBERNACHTUNGEN IM PARK 50- 53-

15-a) Fur jede Ausgabenkategorie, wie unten aufgeführt, geben Sie bitte an, wieviel Sie insgesamt für jeden im Wagen während Ihrer gesamten Reise innerhalb der Parke ausgegeben haben. Schließen Sie alle Ausgaben in bar, Kreditkarten, Reiseschecks und Schecks ein. Hingegen, schließen Sie nicht die vorausbezahlten Ausgaben ein, die in den vorhergehehenden Fragen aufgeführt wurden.

Wieviel gab jeder im Wagen aus für...? FÜR JEDE KATEGORIE, FÜHREN SIE DEN BETRAG IN KANADISCHEN DOLLAR AN. FALLS SIE NICHT DEN BETRAG IN KANADISCHER WÄHRUNG WISSEN, SCHREIBEN SIE DEN BETRAG IN DEN VORGESEHENEN RAUM, UND SPEZIFIZIEREN DIE WÄHRUNG.

	FALLS KEINE, RAUM ANKREUZEN	BETRAG IN KANADISCHE $	ANDERE WÄHRUNG (BITTE WÄHRUNG UND BETRAG ANGEBEN)	59-
Unterkunft in den Parks, ausgenommen Camping und Wohnwagenparks	( )	$________	____________	60- 61-
Campinggebühren	( )	$________	____________	65-
Essen und Getränke in Parkrestaurants, -hotels, oder -bars gekauft	( )	$________	____________	69-
Lebensmittel & Getränke in Parkgeschäften gekauft	( )	$________	____________	73-
Benzin oder Öl, Wagenpflege oder Reparaturen an Parktankstellen	( )	$________	____________	77-
Beförderungen innerhalb der Parks, einschl. 'Shuttlebuses', Taxi, etc.	( )	$________	____________	6-4 13-
Miete für Wagen, die in den Parks abgeholt wurden	( )	$________	____________	17-
Erholung und Unterhaltung, einschl. Ausflüge, Tickets Miete für Ausrüstungen, etc., in den Parks gekauft	( )	$________	____________	21-
Kosten für Registrierung, wie Konferenzen, Treffen, in den Parks	( )	$________	____________	25-
Gebühren für Parkeintritt oder Scheine (z.B. Angelscheine)	( )	$________	____________	29-
Einkäufe in Einzelwarengeschäften, wie Souvenirs, Ausrüstung, Film, Kleidung, etc., in den Parks	( )	$________	____________	33-
Ungefähre Gesamtsumme		$________	____________	37-56/ 57-

16-a) Bitte beschreiben Sie mit Ihren eigenen Worten, was Sie veranlaßt, oder was Ihre Entscheidung beeinflußt hat, zum Banff/Jasper Nationalparksystem zu reisen?

______________________________ 61-

______________________________ 62-

______________________________ 63-

-b) Insgesamt, wie würden Sie Ihre Reise zum Banff/Jasper Nationalparksystem bewerten...? EINE ANTWORT EINKREISEN. 64-

Ausgezeichnet	1
Sehr Gut	2
Gut	3
Befriedigend	4
oder Schlecht	5

-c) Welche Attraktionen, Einrichtungen, oder Dienstleistungen würden Sie gerne etabliert oder verbessert sehen, innerhalb der Banff oder Jasper Nationalparks? (UNTEN AUSFÜLLEN)

______________________________ 65-

______________________________ 66-

______________________________ 67-

17. Welche von den folgenden Aussagen beschreibt am besten welchen Einfluß die Inszenierung der Olympischen Winterspiele 1988 auf Ihre Entscheidung hatte, diese Reise zu unternehmen? EINE ANTWORT EINKREISEN.

	Ich besuchte die Parks, weil ich in dem Gebiet war, um an der Inszenierung, Berichterstattung, oder Teilnahme an den olympischen Ereignissen zu partizipieren.	1	68-
	Dinge, die ich sah oder hörte, in Verbindung mit den Olympischen Spielen, veranlassten mich, die Parks zu besuchen	2	
	Ich mußte meine Pläne, die Parks zu besuchen, wegen der Olympischen Spielen ändern	3	
ODER	Die Olympischen Spiele hatten nichts mit meiner Entscheidung zu tun, die Parks zu besuchen	4	

18. Bitte geben Sie Alter und Geschlecht von jeder Person in diesem Wagen an, sich selbst miteinbezogen. Schreiben Sie Ihr eigenes Alter und Geschlecht in die erste Linie.

	ALTER	GESCHLECHT		
		MÄNNLICH	WEIBLICH	
Ihr:	________ Jahre	1	2	69-
	________ Jahre	1	2	71-
	________ Jahre	1	2	73-
	________ Jahre	1	2	75-
	________ Jahre	1	2	77-
	________ Jahre	1	2	13-
	________ Jahre	1	2	15-
	________ Jahre	1	2	17-
				19/21

6-5

19. Was ist Ihr Beruf? Wir meinen nicht den Namen Ihrer Firma, sondern lediglich die Art Ihres Berufs und die Art Ihrer Firma. (AUSFÜLLEN. FALLS IM RUHESTAND, RAUM ANKREUZEN).

________________ MIT ________________ 22-
(ART IHRES BERUFS) (ART DER FIRMA)

( ) IM RUHESTAND

20. Bitte geben Sie Ihren Namen und volle Adresse mit Postleitzahl an.

NAME DES BEANTWORTERS: ________________

ADRESSE: ________________

STADT: ________________ Bundesland/Kanton ________________

LAND: ________________

POSTLEITZAHL ________________ 23-

TELEPHONNUMMER ________________ ________________
VORWAHL NUMMER

Vielen Dank, daß Sie an dieser Umfrage teilgenommen haben. Wir würden Ihnen gerne diesen Fragebogen überlassen, so daß Sie ihn ausfüllen und an uns zurückschicken können.

Der beigefügte Umschlag ist bereits addressiert und frankiert, um es Ihnen leicht zu machen. Ihre Antworten werden helfen, die Dienstleistungen und Einrichtungen in den Parks zu verbessern.

Bitte füllen Sie den Fragebogen aus und stecken ihn in einen Briefkasten, bevor Sie Kanada verlassen, wenn möglich.

In Dankbarkeit für Ihre Kooperation, würden wir Ihnen gerne dieses Souvenir von Alberta überreichen.

INTERVIEWER:

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		
Other (SPECIFY) ____________________			

RECORD:	Refused before screening	31-1
	Qualified but refused	2

Location: ______________________________ 13-
14-

Date: ______________________________ 15-
Day Month

Start: ______________ A.M. P.M.

Finish: ______________ A.M. P.M.

Interviewer: ____

SCHEDULED BUS QUESTIONNAIRE

Ruston/Tomany & Associates Ltd.

R/T 19151
5-2
6-1
7-3

FRAGEBOGEN FÜR BUSSE

Hallo, ich bin von Ruston/Tomany & Associates, einer Marktforschungsfirma. Wir führen eine Studie aus, im Auftrag der Regierungen von Kanada, Alberta, und British Columbia, bezüglich der vier Nationalparks von Banff, Jasper, Yoho und Kootenay. Könnten Sie sich bitte ein paar Minuten Zeit nehmen, und diesen Fragebogen ausfüllen? 19/27

Werden Sie heute den ______________ Bus nach ________________ nehmen?
(BITTE EINE ANTWORT ANKREUZEN)

Ja ( )
Nein ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

1-a) Sind Sie heute in der Station, um auf einen anderen Bus umzusteigen, oder für einen kurzen Aufenthalt zu bleiben? (BITTE EINE RUBRIK ANKREUZEN).

Nein ( ) 28-
Ja ( )

FALLS SIE JA ANKREUZTEN, DANN BEANTWORTEN SIE FRAGE 1-b). ALLE ANDEREN FAHREN MIT FRAGE 2 FORT.

1-b) Haben Sie überhaupt diese Busstation während Ihres Aufenthalts in den Parks verlassen? (BITTE EINE RUBRIK ANKREUZEN).

Ja ( ) 29-
Nein ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK.

2-a) Wie viele Personen in Ihrer Reisegruppe sind 16 Jahre oder älter, und wieviele sind unter 16 Jahre alt? (UNTEN AUSFÜLLEN)

16 Jahre oder älter ______________ 30-
ZAHL ANGEBEN 31-
Unter 16 Jahre alt ______________ 32-
ZAHL ANGEBEN 33-

2-b) Hat jemand in Ihrer Reisegruppe, 16 Jahre oder älter, einen festen oder vorübergehenden Wohnsitz in den Nationalparks ?
(BITTE EINE RUBRIK ANKREUZEN)

Nein ( ) BITTE MIT FRAGE 3 FORTFAHREN 34-
Ja ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

35/29

3. Welche von den Personen in Ihrer Reisegruppe, 16 Jahre oder älter, hat am nächsten Geburtstag? (UNTEN DEN VORNAMEN EINTRAGEN).

VORNAMEN EINTRAGEN: ______________________________

Bitte bitten Sie die Person, deren Name Sie in Frage 3 eintrugen, den restlichen Fragebogen auszufüllen.

In den meisten verbleibenden Fragen werden Sie mehrere Wahlen haben, mit einer Zahl neben jeder einzelnen. Bitte kreisen Sie nur die Zahl neben Ihrer Antwort an. Zum Beispiel:

Meine Lieblingsfarbe ist...

Rot 1
Grün 2
Blau [✓ 3]
Gelb 4

4. Bitte sehen Sie sich die Karte von den vier Parks an, die dem Fragebogen beigefügt ist. Planen Sie persönlich in Gebiete innerhalb der Parkgrenzen zurückzugehen, bevor Sie von dieser Reise nach Hause zurückkehren? 40-

Nein, ich werde nicht auf dieser Reise in die Parks zurückgehen — 1 BITTE MIT FRAGE 5 FORTFAHREN

Ja, ich plane auf dieser Reise in die Parks zurückzugehen — 2 BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

41/45

5-a) Wo haben Sie Ihren festen Wohnsitz? (BITTE TRAGEN SIE STADT, PROVINZ/LAND, NATION EIN.)

46-
47-
48-

STADT/ORTSCHAFT	PROVINZ/LAND	NATION

-b) Welcher Ort, den Sie auf dieser Reise besuchten oder besuchen werden, ist am weitesten von Ihrem Wohnsitz entfernt?

49-
50-
51-

STADT/ORTSCHAFT	PROVINZ/LAND/STAAT	NATION

-c) Ist das Nationalparksystem Ihr Hauptreiseziel?

Ja 1 52-

Nein 2

53/

6. Bitte sehen Sie sich die Karte an, und zeigen sie an, ob Sie seit Ihrer Heimreise eine von vier Nationalparks betreten haben oder nicht. (BITTE KREISEN SIE EINE ZAHL FÜR JEDEN PARK EIN).

	ÜBERHAUPT NICHT BETRETEN	BETRETEN	
Banff National Park	1	2	54-
Jasper National Park	1	2	55-
Yoho National Park	1	2	56-
Kootenay National Park	1	2	57-

7-a) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer gesamten Reise ? (NUR EINEN IN F.7-a, UNTEN, EINKREISEN)

-b) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer Reise nach den Nationalparks ? (NUR EINEN IN F.7-b, UNTEN, EINKREISEN). 58/75

		-a) Hauptgrund für gesamte Reise	-b) Hauptgrund für Nationalparke Reiseteil
Geschäftlich:	Teilnahme an einem besonderen Treffen, wie eine Konferenz, Seminar oder Messe	1	1
	Andere Geschäfte	2	2
Persönlich:	Familiäre Gründe, wie Besuch von Freunden oder Verwandten, Hochzeiten, Bestattungen, etc.	3	3
	Besorgungen: wie Einkäufe, Banken, Arzt, etc.	4	4
Vergnügen:	Urlaub	5	5
	Tageserholung	6	6
	Urlaub im eigenen Ferienhaus	7	7
Nur auf Durchreise			8
Andere Gründe(ANGEBEN)		______	______

76-
77-

78/80

6-2
13/

8. Wieviele Nächte, falls überhaupt, werden Sie von zu Hause weg sein, auf dieser Reise?

ANZAHL VON NÄCHTEN (GESAMTE REISE) ________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN BITTE MIT F.11 FORTFAHREN

14-
15-
16-

9. Und wieviele Nächte haben Sie insgesamt in den Nationalparks verbracht, seit Ihrer Heimreise?

ANZAHL VON NÄCHTEN IN DEN PARKS ________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN, BITTE MIT F.11 FORTFAHREN

17-
18-
19-

WENN SIE IN DEN PARKS ÜBERNACHTETEN, BEANTWORTEN SIE BITTE F.10

10. Uns interessieren die nächtlichen Unterkünfte, die Sie in den Parks benutzten. Für jede Übernachtung, die Sie in einer verschiedenen Unterbringung verbrachten, bitte geben Sie den Ort und die Art der Unterbringung an, sowie die Anzahl der Übernachtungen.

Legende - ART DER UNTERBRINGUNG

1) Hotel/Motel/Gasthaus/Hütte
2) Kommerzielle Cottage/Kabine
3) Übernachtung mit Frühstück
4) Jugendherberge
5) Campingplatz/ Wohnwagenpark
6) Wildniscamping
7) Freunde/Verwandte/ eigenes Ferienhaus

	Übernachtung	NAMEN UND UNTERBRINGUNGSORTE AUSFÜLLEN	UNTERBRINGUNGSARTEN (SIEHE LEGENDE, UM ENTSPRECHENDE ZAHL EINZUKREISEN)	ANZAHL DER VERBRACHTEN NÄCHTE (ZAHL AUSFÜLLEN)
20-	ERSTE	________	1 2 3 4 5 6 7	________
26-	ZWEITE	________	1 2 3 4 5 6 7	________
32-	DRITTE	________	1 2 3 4 5 6 7	________
38-	VIERTE	________	1 2 3 4 5 6 7	________
44-	FÜNFTE	________	1 2 3 4 5 6 7	________
50-	SECHSTE	________	1 2 3 4 5 6 7	________
56-	SIEBTE	________	1 2 3 4 5 6 7	________
62-	ACHTE	________	1 2 3 4 5 6 7	________

68/69

FALLS SIE NICHT DIEJENIGE PERSON INNERHALB IHRER REISEGRUPPE SIND, DIE AM BESTEN ÜBER DIE REISEKOSTEN DER GRUPPE BESCHEID WEIß, DANN FRAGEN SIE BITTE JENE PERSON, IHNEN BEI DER BEANTWORTUNG DER NÄCHSTEN FRAGEN ÜBER REISEKOSTEN BEHILFLICH ZU SEIN.

11. Waren irgendwelche Ihrer Ausgaben für diese Reise in die Parks vorbezahlt, bevor Sie die Nationalparks betreten hatten?

Ja 1 70-

Nein 2 BITTE MIT F.15 FORTFAHREN

71/80

12-a) Bitte zeigen Sie unten an, für welche Artikel/ Dienstleistungen Sie vorausbezahlt haben, bevor Sie die Parks betraten. (DIE ENTSPRECHENDE ZAHL IN ZEILE a) EINKREISEN).

-b) Für jeden Artikel zeigen Sie an, ob er Teil eines Pauschalpakets war (2 oder mehrere Artikel zusammen gekauft), oder ob er einzeln vorausbezahlt wurde (DIE ENTSPRECHENDE ZAHL IN ZEILE b) EINKREISEN).

-c) Für jeden einzeln vorausbezahlten Artikel (nicht Teil eines Pauschalarrangements) schreiben Sie bitte den bezahlten Gesamtbetrag. SCHREIBEN SIE DEN BETRAG UND DIE WÄHRUNG (z.B. FRANC, DEUTSCHE MARK, YEN, U.S.DOLLAR, KANADISCHER DOLLAR , ETC.).

	-a)	-b)		-c)		10-
	VORAUS- BEZAHLTE ARTIKEL	PAUSCHAL PAKET	EINZELN	FÜR EINZELN BEZAHLTE ARTIKEL NUR AUFFÜHREN BETRAG	WÄHRUNG	11- 12-
Unterbringung	1	1	1	______	______	13-
Essen/Getränke	2	2	2	______	______	17-
Unterhaltung, Aktivitäten, Besichtigungen, Liftkarten	3	3	3	______	______	21-
Mietwagen in den Parks abgeholt	4	4	4	______	______	25-
Mietwagen außerhalb der Parks abgeholt	5	5	5	______	______	27-
Beförderung	6	6	6	______	______	33-
Keine von diesen	9 BITTE MIT F.15 FORTFAHREN					

FALLS SIE ARTIKEL VORAUSBEZAHLT HATTEN, DIE TEIL EINES PAUSCHALPAKETS WAREN, DANN BEANTWORTEN SIE BITTE FRAGE 13. , ANDERNFALLS FAHREN SIE MIT FRAGE 14. FORT.

13-a) Was war der Gesamtbetrag, den Sie für alle Personen in Ihrem Wagen für das vorausbezahlte Pauschalpacket bezahlten? TRAGEN SIE BETRAG UND WÄHRUNG EIN.

______________ BETRAG	______________ WÄHRUNG	37-

-b) Wieviele Übernachtungen waren insgesamt in Ihrem vorausbezahlten Pauschal Paket eingeschlossen, und wieviele von diesen Übernachtungen haben Sie in den Parks verbracht?

______________ GESAMTE ÜBERNACHTUNGEN	______________ ÜBERNACHTUNGEN IM PARK	41- 44-

-c) Falls Ihre Beförderung in Ihrem vorausbezahlten Pauschalpaket miteingeschlossen war, schreiben Sie bitte, wo Sie zuerst diese Beförderung genommen hatten.

______________ NÄCHSTGELEGENE STADT ODER ORT	______________ PROVINZ/STAAT	______________ NATION	47- 48- 49-

14. FALLS SIE IHRE UNTERBRINGUNG GETRENNT (NICHT TEIL EINES PAUSCHALPACKETS IM VORAUS BEZAHLTEN,DANN FÜLLEN SIE BITTE FRAGE AUS, SONST FAHREN SIE MIT FRAGE 15 FORT.

Wieviele Nächte waren insgesamt in der vorausbezahlten Unterbringung eingeschlossen, und wieviele dieser Übernachtungen verbrachten Sie in den Parks?

______________ GESAMTE VORAUSBEZAHLTE ÜBERNACHTUNGEN	______________ ÜBERNACHTUNGEN IM PARK	50- 53-

56-58/

15-a) Für jede Ausgabenkategorie, wie unten aufgeführt, geben Sie bitte an, wieviel Sie insgesamt für jeden in Ihrer Reisegruppe während Ihrer gesamten Reise innerhalb der Parks ausgegeben haben. Schließen Sie alle Ausgaben in bar, Kreditkarten, Reiseschecks und Schecks ein. Hingegen, schließen Sie nicht die vorausbezahlten Ausgaben ein, die in den vorhergehehenden Fragen aufgeführt waren.

Wieviel gab jeder in Ihrer Reisegruppe aus für..? FÜR JEDE KATEGORIE,FÜHREN SI DEN BETRAG IN KANADISCHEN DOLLARN AN. FALLS SIE NICHT DEN BETRAG IN KANADISCHER WÄHRUNG WISSEN, SCHREIBEN SIE DEN BETRAG IN DEN VORGESEHENEN RAUM, UND SPEZIFIZIEREN DIE WÄHRUNG.

	FALLS KEINE, RAUM ANKREUZEN	BETRAG IN KANADISCHE $	ANDERE WÄHRUNG (BITTE WÄHRUNG UND BETRAG ANGEBEN)	59-
Unterkunft in den Parks , ausgenommen Camping und Wohnwagenparks	( )	$__________	______________	60- 61-
Campinggebühren	( )	$__________	______________	65-
Essen und Getränke in Parkrestaurants, -hotels, oder -bars gekauft	( )	$__________	______________	69-
Lebensmittel & Getränke in Parkgeschäften gekauft	( )	$__________	______________	73-
Benzin oder Öl, Wagenpflege oder Reparaturen an Parktankstellen	( )	$__________	______________	77-
Beförderungen innerhalb der Parks, einschl. 'Shuttlebuses', Taxi, etc.	( )	$__________	______________	6-4 13-
Miete für Wagen,die in den Parks abgeholt wurden	( )	$__________	______________	17-
Erholung und Unterhaltung, einschl. Ausflüge, Tickets Miete für Ausrüstungen,etc., in den Parks gekauft	( )	$__________	______________	21-
Kosten für Registrierung, wie Konferenzen,Treffen, in den Parks	( )	$__________	______________	25-
Gebühren für Parkeintritt oder Scheine (z.B. Angelscheine)	( )	$__________	______________	29-
Einkäufe in Einzelwarengeschäften,wie Souvenirs, Ausrüstung, Film, Kleidung, etc., in den Parks	( )	$__________	______________	33-
Ungefähre Gesamtsumme		$__________	______________	37-56/ 57-

16-a) Bitte beschreiben Sie mit Ihren eigenen Worten, was Sie veranlaßt, oder was Ihre Entscheidung beeinflußt hat, zum Banff/Jasper Nationalparksystem zu reisen?

____ 61-

____ 62-

____ 63-

-b) Insgesamt, wie würden Sie Ihre Reise zum Banff/Jasper Nationalparksystem bewerten...? EINE ANTWORT EINKREISEN. 64-

Ausgezeichnet	1
Sehr Gut	2
Gut	3
Befriedigend	4
oder Schlecht	5

-c) Welche Attraktionen, Einrichtungen, oder Dienstleistungen würden Sie gerne etabliert oder verbessert sehen, innerhalb der Banff oder Jasper Nationalparks? (UNTEN AUSFÜLLEN)

____ 65-

____ 66-

____ 67-

17. Welche von den folgenden Aussagen beschreibt am besten welchen Einfluß die Inszenierung der Olympischen Winterspiele 1988 auf Ihre Entscheidung hatte, diese Reise zu unternehmen? EINE ANTWORT EINKREISEN.

	Ich besuchte die Parks, weil ich in dem Gebiet war, um an der Inszenierung, Berichterstattung, oder Teilnahme an den olympischen Ereignissen zu partizipieren.	1	68-
	Dinge, die ich sah oder hörte, in Verbindung mit den Olympischen Spielen, veranlassten mich, die Parks zu besuchen	2	
	Ich mußte meine Pläne, die Parks zu besuchen, wegen der Olympischen Spielen ändern	3	
ODER	Die Olympischen Spiele hatten nichts mit meiner Entscheidung zu tun, die Parks zu besuchen	4	

18. Bitte geben Sie Alter und Geschlecht von jeder Person in Ihrer Reisegruppe an, sich selbst miteinbezogen. Schreiben Sie Ihr eigenes Alter und Geschlecht in die erste Linie.

	ALTER	GESCHLECHT			
		MANNLICH	WEIBLICH		
Ihr:	________ Jahre	1	2	69-	
	________ Jahre	1	2	71-	
	________ Jahre	1	2	73-	
	________ Jahre	1	2	75-	
	________ Jahre	1	2	77-	6-5
	________ Jahre	1	2	13-	
	________ Jahre	1	2	15-	
	________ Jahre	1	2	17-	
				19/21	

19. Was ist Ihr Beruf? Wir meinen nicht den Namen Ihrer Firma, sondern lediglich die Art Ihres Berufs und die Art Ihrer Firma. (AUSFÜLLEN. FALLS IM RUHESTAND, RAUM ANKREUZEN).

________________ MIT ________________ 22-
(ART IHRES BERUFS) (ART DER FIRMA)

( ) IM RUHESTAND

20. Bitte geben Sie Ihren Namen und volle Adresse mit Postleitzahl an.

NAME DES BEANTWORTERS: ________________
ADRESSE: ________________
STADT: ________________ Bundesland/ Kanton ________________
LAND: ________________
POSTLEITZAHL ________________ 23-
TELEPHONNUMMER ________ VORWAHL ________ NUMMER

Vielen Dank, daß Sie an dieser Umfrage teilgenommen haben. Wir würden Ihnen gerne diesen Fragebogen überlassen, so daß Sie ihn ausfüllen und an uns zurückschicken können.

Der beigefügte Umschlag ist bereits addressiert und frankiert, um es Ihnen leicht zu machen. Ihre Antworten werden helfen, die Dienstleistungen und Einrichtungen in den Parks zu verbessern.

Bitte füllen Sie den Fragebogen aus und stecken ihn in einen Briefkasten, bevor Sie Kanada verlassen, wenn möglich.

In Dankbarkeit für Ihre Kooperation, würden wir Ihnen gerne dieses Souvenir von Alberta überreichen.

29/30

RECORD:	Refused before screening	31-1
	Qualified but refused	2

13-

Location:______________________________ 14-

Date: ______________________________ 15-

Day Month

A.M.

Start: __________________P.M.

A.M.

Finish:__________________P.M.

Interviewer:____

SCHEDULED TRAIN QUESTIONNAIRE

Ruston/Tomany & Associates Ltd.

R/T 19151
5-3
6-1
7-3

FRAGEBOGEN FÜR ZÜGE

Hallo, ich bin von Ruston Tomany & Associates, einer Marktforschungsfirma. Wir führen eine Studie aus, im Auftrag der Regierungen von Kanada, Alberta, und British Columbia, bezüglich der vier Nationalparks von Banff, Jasper, Yoho und Kootenay. Könnten Sie sich bitte ein paar Minuten Zeit nehmen, und diesen Fragebogen ausfüllen? 19/27

Werden Sie heute den__________Zug nach________________nehmen?
(EINE ANTWORT ANKREUZEN)

Ja ( )
Nein ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

1-a) Sind Sie heute in der Station, um auf einen anderen Zug umzusteigen, oder für einen kurzen Aufenthalt zu bleiben? (BITTE EINE RUBRIK ANKREUZEN).

Nein ( ) 28-
Ja ( )

FALLS SIE JA ANKREUZTEN, DANN BEANTWORTEN SIE FRAGE 1-b). ALLE ANDEREN FAHREN MIT FRAGE 2 FORT.

1-b) Haben Sie überhaupt diese Zugstation während Ihres Aufenthalts in den Parks verlassen (BITTE EINE RUBRIK ANKREUZEN). 29-

Ja ( ) BITTE MIT FRAGE 2 FORTFAHREN.
Nein ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK.

2-a) Wie viele Personen in Ihrer Reisegruppe sind 16 Jahre und älter, und wieviele sind unter 16 Jahre alt? (UNTEN AUSFÜLLEN)

16 Jahre oder älter __________ 30-
ZAHL ANGEBEN 31-

Unter 16 Jahre alt __________ 32-
ZAHL ANGEBEN 33-

2-b) Hat jemand in Ihrer Reisegruppe, 16 Jahre oder älter, einen festen oder vorübergehenden Wohnsitz in den Nationalparks ?
(BITTE EINE RUBRIK ANKREUZEN)

Nein ( ) BITTE MIT FRAGE 3 FORTFAHREN 34-
Ja ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK 35/39

3. Welche von den Personen in dieser Reisegruppe, 16 Jahre oder älter, hat am nächsten Geburtstag? (UNTEN DEN VORNAMEN EINTRAGEN).

VORNAMEN EINTRAGEN: ______________________________

Bitte bitten Sie die Person, deren Name Sie in Frage 3 eintrugen, den restlichen Fragebogen auszufüllen.

In den meisten verbleibenden Fragen werden Sie mehrere Wahlen haben, mit einer Zahl neben jeder einzelnen. Bitte kreisen Sie nur die Zahl neben Ihrer Antwort an. Zum Beispiel:

Meine Lieblingsfarbe ist...

Rot	1
Grün	2
Blau	[✓ 3]
Gelb	4

4. Bitte sehen Sie sich die Karte von den vier Parken an, die dem Fragebogen beigefügt ist. Planen Sie persönlich in Gebiete innerhalb der Parkgrenzen zurückzugehen, bevor Sie von dieser Reise nach Hause zurückkehren? 40-

Nein, ich werde nicht auf dieser Reise in die Parks zurückgehen — 1 BITTE MIT FRAGE 5 FORTFAHREN

Ja, ich plane auf dieser Reise in die Parks zurückzugehen — 2 BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

41/45

5-a) Wo haben Sie Ihren festen Wohnsitz? (BITTE TRAGEN SIE STADT, PROVINZ/LAND, NATION EIN.)

			46- 47-
____________	____________	____________	
STADT/ORTSCHAFT	PROVINZ/LAND	NATION	48-

-b) Welcher Ort, den Sie auf dieser Reise besuchten oder besuchen werden, ist am weitesten von Ihrem Wohnsitz entfernt?

			49-
____________	____________	____________	50-
STADT/ORTSCHAFT	PROVINZ/LAND/STAAT	NATION	51-

-c) Ist das Nationalparksystem Ihr Hauptreiseziel?

Ja	1	52-
Nein	2	
		53/

6. Bitte sehen Sie sich die Karte an, und zeigen sie an, ob Sie seit Ihrer Heimreise eine von vier Nationalparks betreten haben oder nicht. (BITTE KREISEN SIE EINE ZAHL FÜR JEDEN PARK EIN).

	ÜBERHAUPT NICHT BETRETEN	BETRETEN	
Banff National Park	1	2	54-
Jasper National Park	1	2	55-
Yoho National Park	1	2	56-
Kootenay National Park	1	2	57-

7-a) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer gesamten Reise ? (NUR EINEN IN F.7-a,UNTEN,EINKREISEN)

-b) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer Reise nach den Nationalparks ? (NUR EINEN IN F.7-b, UNTEN, EINKREISEN). 58/75

		-a) Hauptgrund für gesamte Reise	-b) Hauptgrund für Nationalparke Reiseteil	76- 77-
Geschäftlich:	Teilnahme an einem besonderen Treffen, wie eine Konferenz, Seminar oder Messe	1	1	
	Andere Geschäfte	2	2	
Persönlich:	Familiäre Gründe,wie Besuch von Freunden oder Verwandten,Hochzeiten, Bestattungen, etc.	3	3	
	Besorgungen:wie Einkäufe ,Banken,Arzt,etc.	4	4	
Vergnügen:	Urlaub	5	5	
	Tageserholung	6	6	
	Urlaub im eigenen Ferienhaus	7	7	
Nur auf Durchreise			8	
Andere Gründe(ANGEBEN)		____________	____________	

78/80

6-2
13/

8. Wieviele Nächte, falls überhaupt, werden Sie von zu Hause weg sein, auf dieser Reise?

ANZAHL VON NÄCHTEN (GESAMTE REISE) ______ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN BITTE MIT F.11 FORTFAHREN

14-
15-
16-

9. Und wieviele Nächte haben Sie insgesamt in den Nationalparks verbracht, seit Ihrer Heimreise?

ANZAHL VON NÄCHTEN IN DEN PARKS ______ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN, BITTE MIT F.11 FORTFAHREN

17-
18-
19-

WENN SIE IN DEN PARKS ÜBERNACHTETEN, BEANTWORTEN SIE BITTE F.10

10. Uns interessieren die nächtlichen Unterkünfte, die Sie in den Parks benutzten. Für jede Übernachtung, die Sie in einer verschiedenen Unterbringung verbrachten, bitte geben Sie den Ort und die Art der Unterbringung an, sowie die Anzahl der Übernachtungen.

Legende - ART DER UNTERBRINGUNG

1) Hotel/Motel/Gasthaus/Hütte
2) Kommerzielle Cottage/Kabine
3) Übernachtung mit Frühstück
4) Jugendherberge
5) Campingplatz / Wohnwagenpark
6) Wildniscamping
7) Freunde/Verwandte/ eigenes Ferienhaus

	Übernachtung	NAMEN UND UNTERBRINGUNGSORTE AUSFÜLLEN	UNTERBRINGUNGS-ARTEN (SIEHE LEGENDE, UM ENTSPRECHENDE ZAHL EINZUKREISEN)	ANZAHL DER VERBRACHTEN NÄCHTE (ZAHL AUSFÜLLEN)
20-	ERSTE	______	1 2 3 4 5 6 7	______
26-	ZWEITE	______	1 2 3 4 5 6 7	______
32-	DRITTE	______	1 2 3 4 5 6 7	______
38-	VIERTE	______	1 2 3 4 5 6 7	______
44-	FÜNFTE	______	1 2 3 4 5 6 7	______
50-	SECHSTE	______	1 2 3 4 5 6 7	______
56-	SIEBTE	______	1 2 3 4 5 6 7	______
62-	ACHTE	______	1 2 3 4 5 6 7	______

68/69

FALLS SIE NICHT DIEJENIGE PERSON INNERHALB IHRER REISEGRUPPE SIND, DIE AM BESTEN ÜBER DIE REISEKOSTEN DER GRUPPE BESCHEID WEIß, DANN FRAGEN SIE BITTE JENE PERSON, IHNEN BEI DER BEANTWORTUNG DER NÄCHSTEN FRAGEN ÜBER REISEKOSTEN BEHILFLICH ZU SEIN.

11. Waren irgendwelche Ihrer Ausgaben für diese Reise in die Parks vorbezahlt, bevor Sie die Nationalparks betreten hatten?

Ja 1

Nein 2 BITTE MIT F.15 FORTFAHREN

70-

71/80

12-a) Bitte zeigen Sie unten an, für welche Artikel/ Dienstleistungen Sie vorausbezahlt haben, bevor Sie die Parks betraten. (DIE ENTSPRECHENDE ZAHL IN ZEILE a) EINKREISEN).

-b) Für jeden Artikel zeigen Sie an, ob er Teil eines Pauschalpakets war (2 oder mehrere Artikel zusammen gekauft), oder ob er einzeln vorausbezahlt wurde (DIE ENTSPRECHENDE ZAHL IN ZEILE b) EINKREISEN),

-c) Für jeden einzeln vorausbezahlten Artikel (nicht Teil eines Pauschalarrangements) schreiben Sie bitte den bezahlten Gesamtbetrag. SCHREIBEN SIE DEN BETRAG UND DIE WÄHRUNG (z.B. FRANC, DEUTSCHE MARK, YEN, U.S.DOLLAR, KANADISCHER DOLLAR , ETC.).

	-a) VORAUS-BEZAHLTE ARTIKEL	-b) PAUSCHAL PAKET	EINZELN	-c) FÜR EINZELN BEZAHLTE ARTIKEL NUR AUFFÜHREN BETRAG	WÄHRUNG	10- 11- 12-
Unterbringung	1	1	1	______	______	13-
Essen/Getränke	2	2	2	______	______	17-
Unterhaltung,Aktivitäten, Besichtigungen,Liftkarten	3	3	3	______	______	21-
Mietwagen in den Parks abgeholt	4	4	4	______	______	25-
Mietwagen außerhalb der Parks abgeholt	5	5	5	______	______	27-
Beförderung	6	6	6	______	______	33-
Keine von diesen	9 BITTE MIT F.15 FORTFAHREN					

FALLS SIE ARTIKEL VORAUSBEZAHLT HATTEN, DIE TEIL EINES PAUSCHALPAKETS WAREN, DANN BEANTWORTEN SIE BITTE FRAGE 13. , ANDERNFALLS FAHREN SIE MIT FRAGE 14. FORT.

13-a) Was war der Gesamtbetrag, den Sie für alle Personen in Ihrem Wagen für das vorausbezahlte Pauschalpacket bezahlten? TRAGEN SIE BETRAG UND WÄHRUNG EIN.

______ BETRAG ______ WÄHRUNG 37-

-b) Wieviele Übernachtungen waren insgesamt in Ihrem vorausbezahlten Pauschal Paket eingeschlossen, und wieviele von diesen Übernachtungen haben Sie in den Parks verbracht?

______ GESAMTE ÜBERNACHTUNGEN ______ ÜBERNACHTUNGEN IM PARK 41- 44-

-c) Falls Ihre Beförderung in Ihrem vorausbezahlten Pauschalpaket miteingeschlossen war, schreiben Sie bitte, wo Sie zuerst diese Beförderung genommen hatten.

______ NÄCHSTGELEGENE STADT ODER ORT ______ PROVINZ/STAAT ______ NATION 47- 48- 49-

14. FALLS SIE IHRE UNTERBRINGUNG GETRENNT (NICHT TEIL EINES PAUSCHALPACKETS IM VORAUS BEZAHLTEN,DANN FÜLLEN SIE BITTE FRAGE AUS, SONST FAHREN SIE MIT FRAGE 15 FORT.

Wieviele Nächte waren insgesamt in der vorausbezahlten Unterbringung eingeschlossen, und wieviele dieser Übernachtungen verbrachten Sie in den Parks?

______ GESAMTE VORAUSBEZAHLTE ÜBERNACHTUNGEN ______ ÜBERNACHTUNGEN IM PARK 50- 53-

54/55

15-a) Für jede Ausgabenkategorie, wie unten aufgeführt, geben Sie bitte an, wieviel Sie insgesamt für jeden in Ihrer Reisegruppe während Ihrer gesamten Reise innerhalb der Parks ausgegeben haben. Schließen Sie alle Ausgaben in bar, Kreditkarten, Reiseschecks und Schecks ein. Hingegen, schließen Sie nicht die vorausbezahlten Ausgaben ein, die in den vorhergehehenden Fragen aufgeführt waren.

Wieviel gab jeder in Ihrer Reisegruppe aus für..? FÜR JEDE KATEGORIE,FÜHREN S DEN BETRAG IN KANADISCHEN DOLLARN AN. FALLS SIE NICHT DEN BETRAG IN KANADISCHER WÄHRUNG WISSEN, SCHREIBEN SIE DEN BETRAG IN DEN VORGESEHENEN RAUM, UND SPEZIFIZIEREN DIE WÄHRUNG.

	FALLS KEINE, RAUM ANKREUZEN	BETRAG IN KANADISCHE $	ANDERE WÄHRUNG (BITTE WÄHRUNG UND BETRAG ANGEBEN)	59-
Unterkunft in den Parks, ausgenommen Camping und Wohnwagenparks	( )	$______	________	60- 61-
Campinggebühren	( )	$______	________	65-
Essen und Getränke in Parkrestaurants, -hotels, oder -bars gekauft	( )	$______	________	69-
Lebensmittel & Getränke in Parkgeschäften gekauft	( )	$______	________	73-
Benzin oder Öl, Wagenpflege oder Reparaturen an Parktankstellen	( )	$______	________	77-
Beförderungen innerhalb der Parks, einschl. 'Shuttlebuses', Taxi, etc.	( )	$______	________	6-4 13-
Miete für Wagen,die in den Parks abgeholt wurden	( )	$______	________	17-
Erholung und Unterhaltung, einschl. Ausflüge, Tickets Miete für Ausrüstungen,etc., in den Parks gekauft	( )	$______	________	21-
Kosten für Registrierung, wie Konferenzen,Treffen, in den Parks	( )	$______	________	25-
Gebühren für Parkeintritt oder Scheine (z.B. Angelscheine)	( )	$______	________	29-
Einkäufe in Einzelwarengeschäften,wie Souvenirs, Ausrüstung, Film, Kleidung, etc., in den Parks	( )	$______	________	33-
Ungefähre Gesamtsumme		$______	________	37-56/ 57-

16-a) Bitte beschreiben Sie mit Ihren eigenen Worten, was Sie veranlaßt, oder was Ihre Entscheidung beeinflußt hat, zum Banff/Jasper Nationalparksystem zu reisen?

____ 61-

____ 62-

____ 63-

-b) Insgesamt, wie würden Sie Ihre Reise zum Banff/Jasper Nationalparksystem bewerten...? EINE ANTWORT EINKREISEN. 64-

Ausgezeichnet	1
Sehr Gut	2
Gut	3
Befriedigend	4
oder Schlecht	5

-c) Welche Attraktionen, Einrichtungen, oder Dienstleistungen würden Sie gerne etabliert oder verbessert sehen, innerhalb der Banff oder Jasper Nationalparks? (UNTEN AUSFÜLLEN)

____ 65-

____ 66-

____ 67-

17. Welche von den folgenden Aussagen beschreibt am besten welchen Einfluß die Inszenierung der Olympischen Winterspiele 1988 auf Ihre Entscheidung hatte, diese Reise zu unternehmen? EINE ANTWORT EINKREISEN.

	Ich besuchte die Parks, weil ich in dem Gebiet war, um an der Inszenierung, Berichterstattung, oder Teilnahme an den olympischen Ereignissen zu partizipieren.	1	68-
	Dinge, die ich sah oder hörte, in Verbindung mit den Olympischen Spielen, veranlassten mich, die Parks zu besuchen	2	
	Ich mußte meine Pläne, die Parks zu besuchen, wegen der Olympischen Spielen ändern	3	
ODER	Die Olympischen Spiele hatten nichts mit meiner Entscheidung zu tun, die Parks zu besuchen	4	

18. Bitte geben Sie Alter und Geschlecht von jeder Person in Ihrer Reisegruppe an, sich selbst miteinbezogen. Schreiben Sie Ihr eigenes Alter und Geschlecht in die erste Linie.

	ALTER	GESCHLECHT MÄNNLICH	 WEIBLICH		
Ihr:	________ Jahre	1	2	69-	
	________ Jahre	1	2	71-	
	________ Jahre	1	2	73-	
	________ Jahre	1	2	75-	
	________ Jahre	1	2	77-	6-5
	________ Jahre	1	2	13-	
	________ Jahre	1	2	15-	
	________ Jahre	1	2	17-	
				19/21	

19. Was ist Ihr Beruf? Wir meinen nicht den Namen Ihrer Firma, sondern lediglich die Art Ihres Berufs und die Art Ihrer Firma. (AUSFÜLLEN. FALLS IM RUHESTAND, RAUM ANKREUZEN).

________________ MIT ________________ 22-
(ART IHRES BERUFS) (ART DER FIRMA)

( ) IM RUHESTAND

20. Bitte geben Sie Ihren Namen und volle Adresse mit Postleitzahl an.

NAME DES BEANTWORTERS: ________________

ADRESSE: ________________

STADT: ________________ Bundesland/Kanton ________________

LAND: ________________

POSTLEITZAHL ________________ 23-

TELEPHONNUMMER ________________ ________________
VORWAHL NUMMER

Vielen Dank, daß Sie an dieser Umfrage teilgenommen haben. Wir würden Ihnen gerne diesen Fragebogen überlassen, so daß Sie ihn ausfüllen und an uns zurückschicken können.

Der beigefügte Umschlag ist bereits addressiert und frankiert, um es Ihnen leicht zu machen. Ihre Antworten werden helfen, die Dienstleistungen und Einrichtungen in den Parks zu verbessern.

Bitte füllen Sie den Fragebogen aus und stecken ihn in einen Briefkasten, bevor Sie Kanada verlassen, wenn möglich.

In Dankbarkeit für Ihre Kooperation, würden wir Ihnen gerne dieses Souvenir von Alberta überreichen.

29/30

RECORD: Refused before screening 31-1

Qualified but refused 2

13-

Location:________________________ 14-

Date: ____ ____________________ 15-
Day Month

Start: ______________ A.M. / P.M.

Finish: ______________ A.M. / P.M.

Interviewer: ______________________________

CHARTERED MOTORCOACH QUESTIONNAIRE

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416 977-1533

Ruston/Tomany
& Associates Ltd.

NATIONAL PARKS BESUCHER-UMFRAGE

Sehr geehrter Reiseführer:

Ruston/Tomany & Associates ist eine Marktforschungsfirma, die eine Studie im Auftrag der Regierungen von Kanada, Alberta, und British Columbia durchführt. Die Information von dieser Studie wird dazu verwendet werden, der Planung für die Zukunft der Parks zu helfen, und um sicherzustellen, daß die Einrichtungen vorhanden sind, um die Parks attraktiv für die Touristen aus aller Welt zu gestalten.

Als ein Teil der Studie würden wir gerne Information von den Besuchern erhalten, die mit Charterbus-Touren reisen. Wir erkennen, daß dies ein äußerst wichtiger Sektor im Besuchermarkt darstellt, und wir wollen sicherstellen, daß die Meinungen der Bustourpassagiere in unserer Studie miteingeschlossen sind. Deshalb verteilen wir Fragebögen an eine Auswahl von Bustourgästen, die sie selber ausfüllen, wenn sie das Fahrzeug am Tage ihrer Abreise von den Parks besteigen. Passagiere auf Ihrer Tour werden möglicherweise von Ruston/Tomany Interviewern angesprochen werden, wenn sie ihren Bus besteigen, und werden ihnen Fragebögen aushändigen, die sie ausfüllen und an uns zurücksenden werden. Für die Rücksendung werden frankierte Briefumschläge vorhanden sein. Während der Verteilung der Fragebögen werden unsere Interviewer nicht den Verlauf in ihrer Gruppe stören, oder ihre Abfahrt verzögern.

Wir wären Ihnen für Ihre Kooperation in dieser Angelegenheit sehr verbunden. Es wäre äußerst hilfreich, wenn Sie die Passagiere darin bestärken könnten, die Fragebögen auszufüllen,und am gleichen Tage nach Erhalten zurückzusenden.

Wir danken Ihnen im voraus für Ihre Unterstützung.

Hochachtungsvoll,

Denis Tomany
Präident

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

**Ruston/Tomany
& Associates Ltd.**

Sehr geehrter Besucher:

Ruston/Tomany & Associates ist eine Marktforschungsfirma, die eine Studie im Auftrag der Regierungen von Kanada, Alberta und British Columbia über die vier National Parks -Banff, Jasper, Yoho und Kootenay - durchführt. Die Information von dieser Studie wird dazu verwendet werden, der Planung für die Zukunft der Parks zu helfen.

Könnten Sie bitte sich ein wenig Zeit nehmen, um die zwei beiliegenden Fragebögen auszufüllen, und sie in dem vorgesehenen Briefumschlag an uns zurückzusenden.

Es ist wichtig, daß nur ein Mitglied in Ihrer Reisegruppe die Fragebögen ausfüllt (unter Reisegruppe verstehen wir nicht jeden in Ihrem Bus). Bitte lesen Sie Fragen 1 und 2 auf dem Charterfragebogen (auf langem Papier), um festzustellen, wer in Ihrer Reisgruppe die Fragebögen ausfüllen sollte.

Da einige Fragen sich auf Ausgaben in den Parks beziehen, bitten wir, daß Sie den Fragebogen ausfüllen, nachdem Ihr Bus zum letzten Mal in den Parks angehalten hat.

Bitte stecken Sie heute die ausgefüllten Fragebögen in einen Briefkasten -- entweder, wenn Sie in Ihrem Hotel ankommen, oder am Flughafen, wenn Sie heute abfliegen. Der Umschlag ist bereits frankiert, wenn er in Kanada oder in U.S.A. eingesteckt wird, und Sie brauchen daher keine Briefmarken aufzukleben.

Schließlich möchte ich mich für Ihre Kooperation bedanken, und hoffe, daß Sie einen sehr angenehmen Besuch in den Parks verbrachten.

Hochachtungsvoll,

Denis Tomany
Präsident

Ruston/Tomany & Associates Ltd. R/T 19151
5-4
6-1
7-3

FRAGEBOGEN FÜR CHARTER

Hallo, ich bin von Ruston/Tomany & Associates, einer Marktforschungsfirma. Wir führen eine Studie aus, im Auftrag der Regierungen von Kanada, Alberta, und British Columbia, bezüglich der vier Nationalparks von Banff, Jasper, Yoho und Kootenay. Könnten Sie sich ein paar Minuten Zeit nehmen, und diesen Fragebogen ausfüllen? 19/

1. Wie viele Personen in dieser Reisegruppe sind 16 Jahre oder älter, und wieviele sind unter 16 Jahre alt? Mit Reisegruppe ist nicht jeder im Bus gemeint. (BITTE AUSFÜLLEN)

16 Jahre oder älter ______ 20-
ZAHL ANGEBEN 21-

Unter 16 Jahre alt ______ 22-
ZAHL ANGEBEN 23-

2. Welche von den Personen in dieser Reisegruppe, 16 Jahre oder älter, hat am nächsten Geburtstag? (UNTEN DEN VORNAMEN EINTRAGEN).

VORNAMEN EINTRAGEN: ______

Bitte bitten Sie die Person, deren Name Sie in Frage 3 eintrugen, den restlichen Fragebogen auszufüllen.

In den meisten verbleibenden Fragen werden Sie mehrere Wahlen haben, mit einer Zahl neben jeder einzelnen. Bitte kreisen Sie nur die Zahl neben Ihrer Antwort an. Zum Beispiel:

Meine Lieblingsfarbe ist...

Rot	1
Grün	2
Blau	[✓ 3]
Gelb	4

3. Wo haben Sie Ihren festen Wohnsitz? (BITTE TRAGEN SIE STADT, PROVINZ/LAND, NATION EIN.)

______ STADT/ORTSCHAFT ______ PROVINZ/LAND ______ NATION 46- 47- 48-

4. Welcher Ort, den Sie auf dieser Reise besuchten oder besuchen werden, ist am weitesten von Ihrem Wohnsitz entfernt?

______ STADT/ORTSCHAFT ______ PROVINZ/LAND/STAAT ______ NATION 49- 50- 51-

5. Ist das Nationalparksystem Ihr Hauptreiseziel?

Ja	1	52-
Nein	2	

53/

6. Bitte sehen Sie sich die Karte an, und'zeigen sie an, ob Sie seit Ihrer Heimreise eine von vier Nationalparks betreten haben oder nicht. (BITTE KREISEN SIE EINE ZAHL FÜR JEDEN PARK).

	ÜBERHAUPT NICHT BETRETEN	BETRETEN	
Banff National Park	1	2	54-
Jasper National Park	1	2	55-
Yoho National Park	1	2	56-
Kootenay National Park	1	2	57-

58/80

5-4
6-2
13/

7. Wieviele Nächte, falls überhaupt, werden Sie von zu Hause weg sein, auf dieser Reise?

ANZAHL VON NÄCHTEN (GESAMTE REISE) ____________ 14- 15- 16-
AUSFÜLLEN

8. Und wieviele Nächte haben Sie insgesamt in den Nationalparks verbracht, seit Ihrer Heimreise?

ANZAHL VON NÄCHTEN IN DEN PARKS ____________ 17- 18- 19-
AUSFÜLLEN

9. Uns interessieren die nächtlichen Unterkünfte, die Sie in den Parks benutzten. Für jede Übernachtung, die Sie in einer verschiedenen Unterbringung verbrachten, bitte geben Sie den Ort und die Art der Unterbringung an, sowie die Anzahl der Übernachtungen.

Legende - ART DER UNTERBRINGUNG

1) Hotel/Motel/Gasthaus/Hütte
2) Kommerzielle Cottage/Kabine
3) Übernachtung mit Frühstück
4) Jugendherberge
5) Campingplatz/ Wohnwagenpark
6) Wildiscamping
7) Freunde/Verwandte/ eigenes Ferienhaus

	Übernachtung	NAMEN UND UNTERBRINGUNGSORTE AUSFÜLLEN	UNTERBRINGUNGS-ARTEN (SIEHE LEGENDE, UM ENTSPRECHENDE ZAHL EINZUKREISEN)	ANZAHL DER VERBRACHTEN NÄCHTE (ZAHL AUSFÜLLEN)
20-	ERSTE	____________	1 2 3 4 5 6 7	____________
26-	ZWEITE	____________	1 2 3 4 5 6 7	____________
32-	DRITTE	____________	1 2 3 4 5 6 7	____________
38-	VIERTE	____________	1 2 3 4 5 6 7	____________
44-	FÜNFTE	____________	1 2 3 4 5 6 7	____________
50-	SECHSTE	____________	1 2 3 4 5 6 7	____________
56-	SIEBTE	____________	1 2 3 4 5 6 7	____________
62-	ACHTE	____________	1 2 3 4 5 6 7	____________

68/69

FALLS SIE NICHT DIEJENIGE PERSON INNERHALB IHRER REISEGRUPPE SIND, DIE AM BESTEN ÜBER DIE REISEKOSTEN DER GRUPPE BESCHEID WEIß, DANN FRAGEN SIE BITTE JENE PERSON, IHNEN BEI DER BEANTWORTUNG DER NÄCHSTEN FRAGEN ÜBER REISEKOSTEN BEHILFLICH ZU SEIN.

10. Waren irgendwelche Ihrer Ausgaben für diese Reise in die Parks vorbezahlt, bevor Sie die Nationalparks betreten hatten?

Ja 1 70-
Nein 2 BITTE MIT F.14 FORTFAHREN

71/80

11-a) Bitte zeigen Sie unten an, für welche Artikel/ Dienstleistungen Sie vorausbezahlt haben, bevor Sie die Parks betraten. (DIE ENTSPRECHENDE ZAHL IN ZEILE a) EINKREISEN).

-b) Für jeden Artikel zeigen Sie an, ob er Teil eines Pauschalpakets war (2 oder mehrere Artikel zusammen gekauft), oder ob er einzeln vorausbezahlt wurde (DIE ENTSPRECHENDE ZAHL IN ZEILE b) EINKREISEN).

-c) Für jeden einzeln vorausbezahlten Artikel (nicht Teil eines Pauschalarrangements) schreiben Sie bitte den bezahlten Gesamtbetrag. SCHREIBEN SIE DEN BETRAG UND DIE WÄHRUNG (z.B. FRANC, DEUTSCHE MARK, YEN, U.S.DOLLAR, KANADISCHER DOLLAR , ETC.).

	-a)	-b)		-c)		10-
	VORAUS-BEZAHLTE ARTIKEL	PAUSCHAL PAKET	EINZELN	FÜR EINZELN BEZAHLTE ARTIKEL NUR AUFFÜHREN BETRAG	WÄHRUNG	11- 12-
Unterbringung	1	1	1	______	______	13-
Essen/Getränke	2	2	2	______	______	17-
Unterhaltung,Aktivitäten, Besichtigungen,Liftkarten	3	3	3	______	______	21-
Mietwagen in den Parks abgeholt	4	4	4	______	______	25-
Mietwagen außerhalb der Parks abgeholt	5	5	5	______	______	27-
Beförderung	6	6	6	______	______	33-
Keine von diesen	9 BITTE MIT F.14 FORTFAHREN					

FALLS SIE ARTIKEL VORAUSBEZAHLT HATTEN, DIE TEIL EINES PAUSCHALPAKETS WAREN, DANN BEANTWORTEN SIE BITTE FRAGE 12 , ANDERNFALLS FAHREN SIE MIT FRAGE 13 FORT.

12 -a) Was war der Gesamtbetrag, den Sie für alle Personen in Ihrem Wagen für das vorausbezahlte Pauschalpacket bezahlten? TRAGEN SIE BETRAG UND WÄHRUNG EIN.

____________ BETRAG	____________ WÄHRUNG	37-

-b) Wieviele Übernachtungen waren insgesamt in Ihrem vorausbezahlten Pauschal Paket eingeschlossen, und wieviele von diesen Übernachtungen haben Sie in den Parks verbracht?

____________ GESAMTE ÜBERNACHTUNGEN	____________ ÜBERNACHTUNGEN IM PARK	41- 44-

-c) Falls Ihre Beförderung in Ihrem vorausbezahlten Pauschalpaket miteingeschlossen war, schreiben Sie bitte, wo Sie zuerst diese Beförderung genommen hatten.

____________ NÄCHSTGELEGENE STADT ODER ORT	____________ PROVINZ/STAAT	____________ NATION	47- 48- 49-

13. FALLS SIE IHRE UNTERBRINGUNG GETRENNT (NICHT TEIL EINES PAUASHALPACKE IM VORAUS BEZAHLTEN, DANN FÜLLEN SIE BITTE FRAGE AUS, SONST FAHREN SI MIT FRAGE 14 FORT.

Wieviele Nächte waren insgesamt in der vorausbezahlten Unterbringung eingeschlossen, und wieviele dieser Übernachtungen verbrachten Sie in den Parks?

____________ GESAMTE VORAUSBEZAHLTE ÜBERNACHTUNGEN	____________ ÜBERNACHTUNGEN IM PARK	50- 53-

56-58/

14. Für jede Ausgabenkategorie, wie unten aufgeführt, geben Sie bitte an, wieviel Sie insgesamt für jeden in Ihrer Reisegruppe während Ihrer gesamten Reise innerhalb der Parks ausgegeben haben. Schließen Sie alle Ausgaben in bar, Kreditkarten, Reiseschecks und Schecks ein. Hingegen, schließen Sie nicht die vorausbezahlten Ausgaben ein, die in den vorhergehehenden Fragen aufgeführt waren.

Wieviel gab jeder in Ihrer Reisegruppe aus für..? FÜR JEDE KATEGORIE,FÜHREN SIE DEN BETRAG IN KANADISCHEN DOLLARN AN. FALLS SIE NICHT DEN BETRAG IN KANADISCHER WÄHRUNG WISSEN, SCHREIBEN SIE DEN BETRAG IN DEN VORGESEHENEN RAUM, UND SPEZIFIZIEREN DIE WÄHRUNG.

	FALLS KEINE, RAUM ANKREUZEN	BETRAG IN KANADISCHE $	ANDERE WÄHRUNG (BITTE WÄHRUNG UND BETRAG ANGEBEN)	59-
Unterkunft in den Parks, ausgenommen Camping und Wohnwagenparks	( )	$________	________	60- 61-
Campinggebühren	( )	$________	________	65-
Essen und Getränke in Parkrestaurants, -hotels, oder -bars gekauft	( )	$________	________	69-
Lebensmittel & Getränke in Parkgeschäften gekauft	( )	$________	________	73-
Benzin oder Öl, Wagenpflege oder Reparaturen an Parktankstellen	( )	$________	________	77-
Beförderungen innerhalb der Parks, einschl. 'Shuttlebuses', Taxi, etc.	( )	$________	________	6-4 13-
Miete für Wagen,die in den Parks abgeholt wurden	( )	$________	________	17-
Erholung und Unterhaltung, einschl. Ausflüge, Tickets Miete für Ausrüstungen,etc., in den Parks gekauft	( )	$________	________	21-
Kosten für Registrierung, wie Konferenzen,Treffen, in den Parks	( )	$________	________	25-
Gebühren für Parkeintritt oder Scheine (~~z.B.~~ Angelscheine)	( )	$________	________	29-
Einkäufe in Einzelwarengeschäften,wie Souvenirs, Ausrüstung, Film, Kleidung, etc., in den Parks	( )	$________	________	33-
Ungefähre Gesamtsumme		$________	________	37-56/ 57-

15 -a) **Bitte beschreiben Sie mit Ihren eigenen Worten, was Sie veranlaßt, oder was Ihre Entscheidung beeinflußt hat, zum Banff/Jasper Nationalparksystem zu reisen?**

____ 61-

____ 62-

____ 63-

-b) **Insgesamt, wie würden Sie Ihre Reise zum Banff/Jasper Nationalparksystem bewerten...? EINE ANTWORT EINKREISEN.** 64-

Ausgezeichnet	1
Sehr Gut	2
Gut	3
Befriedigend	4
oder Schlecht	5

-c) **Welche Attraktionen, Einrichtungen, oder Dienstleistungen würden Sie gerne etabliert oder verbessert sehen, innerhalb der Banff oder Jasper Nationalparks? (UNTEN AUSFÜLLEN)**

____ 65-

____ 66-

____ 67-

16. **Welche von den folgenden Aussagen beschreibt am besten welchen Einfluß die Inszenierung der Olympischen Winterspiele 1988 auf Ihre Entscheidung hatte, diese Reise zu unternehmen? EINE ANTWORT EINKREISEN.**

	Ich besuchte die Parks, weil ich in dem Gebiet war, um an der Inszenierung, Berichterstattung, oder Teilnahme an den olympischen Ereignissen zu partizipieren.	1	68-
	Dinge, die ich sah oder hörte, in Verbindung mit den Olympischen Spielen, veranlassten mich, die Parks zu besuchen	2	
	Ich mußte meine Pläne, die Parks zu besuchen, wegen der Olympischen Spielen ändern	3	
ODER	Die Olympischen Spiele hatten nichts mit meiner Entscheidung zu tun, die Parks zu besuchen	4	

17. Bitte geben Sie Alter und Geschlecht von jeder Person in Ihrer Reisegruppe an, sich selbst miteinbezogen. Schreiben Sie Ihr eigenes Alter und Geschlecht in die erste Linie.

	ALTER	GESCHLECHT			
		MÄNNLICH	WEIBLICH		
Ihr:	________ Jahre	1	2	69-	
	________ Jahre	1	2	71-	
	________ Jahre	1	2	73-	
	________ Jahre	1	2	75-	
	________ Jahre	1	2	77-	
	________ Jahre	1	2	13-	6-5
	________ Jahre	1	2	15-	
	________ Jahre	1	2	17-	
				19/21	

18. Was ist Ihr Beruf? Wir meinen nicht den Namen Ihrer Firma, sondern lediglich die Art Ihres Berufs und die Art Ihrer Firma. (AUSFÜLLEN. FALLS IM RUHESTAND, RAUM ANKREUZEN).

________________ MIT ________________ 22-
(ART IHRES BERUFS) (ART DER FIRMA)

( ) IM RUHESTAND

19. Bitte geben Sie Ihren Namen und volle Adresse mit Postleitzahl an.

NAME DES BEANTWORTERS: ________________

ADRESSE: ________________

STADT: ________________ Bundesland/ Kanton ________________

LAND: ________________

POSTLEITZAHL ________________ 23-

TELEPHONNUMMER ________________ ________________
VORWAHL NUMMER

Vielen Dank, daß Sie diesen Fragebogen ausgefüllt haben. Füllen Sie nun bitte den zweiten Fragebogen aus, der Ihre Aktivitäten in den Parks und Ihre Meinung über die Parks und deren Einrichtungen betrifft. Wenn Sie mit beiden Fragebögen fertig sind, stecken Sie sie bitte in den vorgesehenen Briefumschlag.
BITTE STECKEN SIE HEUTE DIE FRAGEBÖGEN IN EINEN BRIEFKASTEN -- ENTWEDER, WENN SIE IN IHREM HOTEL ANKOMMEN, ODER AM FLUGHAFEN, WENN SIE HEUTE ABFLIEGEN.
DER UMSCHLAG IST BEREITS FRANKIERT, WENN ER IN KANADA ODER IN U.S.A. EINGESTECKT WIRD, UND SIE BRAUCHEN DAHER KEINE BRIEFMARKEN AUFZUKLEBEN.

29/30

ATTITUDINAL MAILBACK QUESTIONNAIRE

Distributed To All Parks Visitors
In All Modes For Self-Completion

[illegible] Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

Lieber Beantworter:

Vielen Dank, daß Sie sich die Zeit genommen haben, um an der National Park Besucher Umffage teilzunehmen. Dieser selbstversendende Fragebogen wird uns mit zusätzlicher Information versehen, die wir benötigen, um einen vollständigen und genauen Bericht von Ihrem Parkaufenthalt zu bekommen. Die Information, die Sie geben, wird dazu verwendet werden, die National Parks zu verbessern.

Ihre Antworten sind äußerst wichtig, so würden Sie bitte diesen Fragebogen ausfüllen, und ihn in dem frankierten Umschlag zurücksenden

Hochachtungsvoll,

Denis Tomany
Präsident

NATIONAL PARK BESUCHER UMFRAGE

Ruston/Tomany & Associates Ltd.

R/T 19151

5-5

6-1

7-3

EINIGE ANLEITUNGEN BEVOR SIE BEGINNEN

Die meisten Fragen sind Multiple Choice, mit einer Nummer neben jeder möglichen Antwort. Um Ihre Antwort anzuzeigen, zeichnen Sie lediglich einen Kreis um die Nummer neben Ihrer jeweiligen Antwort.

Zum Beispiel:

Meine Lieblingsfarbe ist...

Blau	1
Grün	[✓ 2]
Rot	3
Gelb	4

Wenn mehr als eine Antwort zutrifft, kreisen Sie alle entsprechenden Nummern ein

Einige Fragen haben einen freien Raum anstelle von Nummern. Beantworten Sie jene mit Ihren eigenen Worten.

Falls Sie ausschließlich Zeit in Yoho oder Kootenay National Parks verbracht haben, dann überschlagen Sie bitte einige Seiten und fangen mit Frage 10 auf Seite 10 an. Alle anderen füllen bitte den ganzen Fragebogen aus.

1. Bitte kreisen Sie in der folgenden Liste alle Aktivitäten und Programme ein, an denen Sie auf dieser Reise nach Banff und/oder Jasper National Park teilgenommen haben. Bitte schließen Sie nicht die Aktivitäten und Programme ein, an denen Sie ausschließlich in Yoho oder Kootenay National Park teilgenommen haben. (Sehen Sie die Karte und kreisen Sie alles Entsprechende ein).

Ausflug mit PKW	01
Ausflug mit Bus	02
Wildlife Besichtigung	03
Vögelbeobachtung	04
Picknick	05
Photographie	06
Bergsteigen	07
Eissteigen	08
Jogging/Laufen	09
Wandern/Rucksack alleine oder mit Gruppe	10
Wandern mit Park Naturkundigem (Parkführer)	11
Teilnahme an Park Erklärungs- oder Lehrprogrammen	12
Teilnahme am Kurs in Banff Centre	13
Wissenschaftliche Studien und Forschung	14
Fischen	15
Schwimmen	16
Tauchen oder Schnorcheln	17
Landschaftsausflüge im Boot	18
Andere Exkursionen im Boot, Kanu,Kayak,Segelboot	19
Fluß mit Floß befahren (Rafting)	20
Windsurfing	21
Pferdereiten	22
Fahrten mit Pferdekutsche	23
Fahrradfahren	24
Golf	25
Tennis	26
Einkäufe/Shopping	27
Kinobesuche	28
Teinahme an Banff Kunstfestspiele	29
Teilnahme an anderen Theater/ Konzertaufführungen/Kunstausstellungen	30
Museumsbesuche/Historische Ausstellungen	31
Teilnahme an Sportveranstaltungen	32
Teilnahme an anderen Festspielen/ Veranstaltungen	33
Schiabfahrtslauf	34
Schilanglauf	35
Schlittschuhfahren	36
Schneeschuhlaufen	37
Pferdeschlittenfahrten	38
Hundeschlittenfahrten	39
Columbia Eisfeld Snocoach	40
Ausruhen/Erholung	41
Besucherinformationsstellen aufgesucht	42
Andere Aktivitäten (BITTE AUSFÜLLEN) ________________________________ ________________________________	
Habe an keinen Aktivitäten oder Programmen teilgenommen	49

2. Welche von den folgenden Attraktionen haben Sie persönlich besucht während Ihrer Reise zum Banff/Jasper Park ?

NATIONAL PARKS ATTRAKTIONEN

STÄDTE

Banff	01
Jasper	02
Lake Louise	03

SEEN IN BANFF

Bow Lake	04
Hector Lake	05
Lake Louise	06
Lake Minnewanka	07
Moraine Lake	08
Peyto Lake	09
Vermilion Lake	10
Andere Seen in Banff	11
See/Seen in Banff, aber weiß nicht den Namen	12

SEEN IN JASPER

Lake Edith und Annette/ Lac Beauvert	13
Maligne Lake	14
Medicine Lake ("Verschwundener See")	15
Patricia und Pyramid Lakes	16
Jasper oder Talbot Lake	17
Andere Seen in Jasper	18
See/Seen in Jasper, aber weiß nicht den Namen	19

WASSERFÄLLE UND HEIßE QUELLEN IN BANFF

Bow Falls	20
Upper Hot Springs Pool	21
Cave and Basin Hot Springs und Centennial Centre	22
Andere Fälle und Quellen in Banff	23
Fälle/Quellen in Banff, aber weiß nicht den Namen	24

WASSERFÄLLE UND HEIßE QUELLEN IN JASPER

Athabasca Falls	25
Miette Hot Springs	26
Punchbowl Falls	27
Sunwapta Falls	28
Andere Fälle und Quellen in Jasper	29
Fälle/Quellen in Jasper, aber weiß nicht den Namen	30

GLETSCHER/EISFELDER IN BANFF UND JASPER

Athabasca Glacier	31
Columbia Icefield	32
Stutfield Glacier	33
Crowfoot Glacier	34
Dome Glacier	35
Andere Gletscher/Eisfelder in Banff und Jasper	36

ANDERE NATUR ATTRAKTIONEN IN BANFF

Cascade Garden(Banff National Park Gebäude) 37

Castle Mountain 38

Hoodoos (Stein Spitzen) 39

Johnston Canyon 40

Saskatchewan Fluß Übergang 41

Shoki Valley 42

Egypt Lake und Umgebung 43

ANDERE NATUR ATTRAKTIONEN IN JASPER

Goat Lookout (Aussicht) 44

Maligne Canyon/Valley 45

Mount Edith Cavell 46

Valley Of The Five Lakes (Tal der fünf Seen) 47

Tonquin Valley 48

Skyline Trail 49

MUSUEEN/CENTRES IN BANFF

Banff Kunst Centre 50

Banff National Park Museum (Wildlife Ausstellung) 51

Luxton Museum (Indianische Kultur) 52

Natural History Museum (Geologisch) 53

Walter J. Phillips Kunst Gallerie 54

Whyte Museum of The Canadian Rockies (Kunstausstellung) 55

Museen/Centres in Banff,aber weiß nicht den Namen 56

MUSEEN/CENTRES IN JASPER

Columbia Icefield Centre 57

The Don Wildlife Museum 58

HISTORISCHE STELLEN IN BANFF UND JASPER

Bankhead Coal Mine Geisterstadt (Banff) 59

Silver City Plaque (Banff) 60

Banff Springs Hotel 61

Old Fort Point Cairn (Jasper) 62

Buffalo Paddock In Banff 63

GONDEL LIFTS IN BANFF

Lake Louise Gondel Lift 64

Mount Norquay Aussichts Lift 65

Sulphur Mountain Gondel Lift 66

Sunshine Village und Kabinenbahn 67

GONDEL LIFTS IN JASPER

Jasper Kabinenbahn auf den Whistler's Mountain 68

SCHI ORTE IN BANFF

Lake Louise 69

Mount Norquay 70

Sunshine Village 71

SCHI ORTE IN JASPER

Marmot Basin 72

31 -

3-a) Haben Sie, als Sie in den Parken waren, einen Busausflug zum Banff oder zum Jasper National Park von den Parken aus unternommen? (BITTE NUR EINE NUMMER EINKREISEN)

Nein	1
Ja	2

WENN JA

-b) Sind Sie auf der Parktour über Nacht geblieben, oder war es eine Tour, die am gleichen Tag endete? (BITTE NUR EINE NUMMER EINKREISEN).

Übernacht Tour	1
Ein-Tag Tour	2

4-a) Was waren einige der Dinge, die Sie mochten, während Ihres Aufenthalts in Banff oder Jasper National Park? (BITTE AUSFÜLLEN)

____

____

____

____

-b) Was waren einige der Dinge, die Sie nicht mochten, während Ihres Aufenthalts in Banff oder Jasper National Park? (BITTE AUSFÜLLEN)

____

____

____

____

BEANTWORTEN SIE FRAGE 5,WENN SIE ZEIT IM BANFF NATIONAL PARK VERBRACHTEN

5-a) Bitte zeigen Sie Ihren Grad von Zufriedenheit mit dem Banff National Park an, indem Sie folgenden Eigenschaften eine Bewertung von eins bis sieben geben, mit eins für sehr unzufrieden und sieben für sehr zufrieden. Je mehr Sie mit den Parkeigenschaften zufrieden waren, desto höher sollte die Zahl sein, die Sie wählen. Je unzufriedener Sie waren, desto niedriger sollte die Zahl sein, die Sie wählen. BITTE KREISEN SIE EINE ZAHL FÜR JEDE AUSSAGE AN.

	Sehr unzufrieden		weder zufrieden noch unzufrieden			Sehr zufrieden		Keine Meinung / nicht zutreffend
1. Verfügbarkeit von angemessener Unterbringung	1	2	3	4	5	6	7	9
2. Auswahl von Restaurants/Essen und Getränkdiensten	1	2	3	4	5	6	7	9
3. Nachtleben,Theater und Unterhaltung	1	2	3	4	5	6	7	9
4. Öffentliche Waschräume (WC's)	1	2	3	4	5	6	7	9
5. Qualität von Essen und Getränken	1	2	3	4	5	6	7	9
6. Bequemlichkeit und Sauberkeit der Unterbringung	1	2	3	4	5	6	7	9
7. Einkaufsgelegenheiten	1	2	3	4	5	6	7	9
8. Qualität von Camping	1	2	3	4	5	6	7	9
9. Qualität der Bedienung	1	2	3	4	5	6	7	9
10. Wildschutz und Naturkonservierung	1	2	3	4	5	6	7	9
11. Freundlichkeit, Zuvorkommenheit und Gastfreundlichkeit von Personal und Bedienung	1	2	3	4	5	6	7	9
12. Gesamtkosten (Preise)	1	2	3	4	5	6	7	9

-b) Nach Ihrer Ansicht - wenn überhaupt - finden Sie Etwas Besonderes am Banff National Park, und wodurch zeichnet er sich von anderen Parks aus, die Sie besuchten?
BITTE AUSFÜLLEN

____

____

____

BEANTWORTEN SIE FRAGE 6, WENN SIE ZEIT IM JASPER NATIONAL PARK VERBRACHTEN

6-a) Bitte zeigen Sie Ihren Grad von Zufriedenheit mit dem Jasper National Park an, indem Sie folgenden Eigenschaften eine Bewertung von eins bis sieben geben, mit eins für sehr unzufrieden und sieben für sehr zufrieden. Je mehr Sie mit den Parkeigenschaften zufrieden waren, desto höher sollte die Zahl sein, die Sie wählen. Je unzufriedener Sie waren, desto niedriger sollte die Zahl sein, die Sie wählen. BITTE KREISEN SIE EINE ZAHL FÜR JEDE AUSSAGE AN.

	Sehr unzufrieden		weder zufrieden noch unzufrieden		Sehr zufrieden			Keine Meinung/ nicht zutreffend
1. Verfügbarkeit von angemessener Unterbringung	1	2	3	4	5	6	7	9
2. Auswahl von Restaurants/Essen und Getränkdiensten	1	2	3	4	5	6	7	9
3. Nachtleben, Theater und Unterhaltung	1	2	3	4	5	6	7	9
4. Öffentliche Waschräume (WC's)	1	2	3	4	5	6	7	9
5. Qualität von Essen und Getränken	1	2	3	4	5	6	7	9
6. Bequemlichkeit und Sauberkeit der Unterbringung	1	2	3	4	5	6	7	9
7. Einkaufsgelegenheiten	1	2	3	4	5	6	7	9
8. Qualität von Camping	1	2	3	4	5	6	7	9
9. Qualität der Bedienung	1	2	3	4	5	6	7	9
10. Wildschutz und Naturkonservierung	1	2	3	4	5	6	7	9
11. Freundlichkeit, Zuvorkommenheit und Gastfreundlichkeit von Personal und Bedienung	1	2	3	4	5	6	7	9
12. Gesamtkosten (Preise)	1	2	3	4	5	6	7	9

-b) Nach Ihrer Ansicht - wenn überhaupt - finden Sie etwas Besonderes am Jasper National Park, und wodurch zeichnet er sich von anderen Parken aus, die Sie besuchten?
BITTE AUSFÜLLEN

____

____

____

7. Mit Ausnahme dieses Besuches, in welchem Jahr war Ihr letzter Besuch zum Banff oder zum Jasper National Park? BITTE AUSFÜLLEN ODER VORGESEHENEN RAUM ANKREUZEN.

____
JAHR

( ) HABE NIEMALS ZUVOR BESUCHT

8. Bitte zeigen Sie in der folgenden Liste an, welche Informationsquellen Sie benutzten, um Ihre Reise zum Banff/Jasper National Park zu planen. (BITTE KREISEN SIE ALLES ZUTREFFENDE AN).

Bevor ich diese Reise antrat, habe ich Literatur oder Information erhalten von

Travel Alberta....................................01

Tourism Canada....................................02

Parks Canada......................................03

British Columbia..................................04

Kanadische Regierungsstelle außerhalb von Kanada (Beispiel: Botschaft, Konsulat, Handels- oder Touristenbüro)....................................05

Ich habe Information von einem Informationszentrum während der Reise erhalten.....................................06

Ich habe Information auf einer Touristikmesse erhalten............07

Ich fragte ein Reisebüro um Auskunft und...

erhielt Literatur.................................08

erhielt andere Information.........................09

Ich sah Werbung im Fernsehen.......................................10

Ich sah irgendwelche andere Werbung................................11

Ich las einen Reiseartikel...12

Ich sah einen Reisefilm..13

Ich las ein Reisebuch..14

Rat von Freunden oder Verwandten...................................15

Meine eigene vorhergehende Erfahrung...............................16

Ich benutzte keinerlei Informationsquellen.........................17

9. Wann haben Sie Ihre entgültige Entscheidung getroffen, das System der Banff/Jasper National Parke zu besuchen? Bitte kreisen Sie die Zahl neben dem Monat ein, und schreiben das Jahr in den vorgesehenen Raum.

MONAT				JAHR
Januar	01	Juli	07	________ (AUSFÜLLEN)
Februar	02	August	08	
März	03	September	09	
April	04	Oktober	10	
Mai	05	November	11	
Juni	06	Dezember	12	

5-5
6-2
13-

BITTE KÖNNTE JEDER ALLE ÜBRIGEN FRAGEN BEANTWORTEN.

BITTE BENUTZEN SIE DIE BEIGEFÜGTE KARTE, UM FRAGE 10 ZU BEANTWORTEN.

10. Bitte zeigen Sie an, wo auf Ihrer Reise Sie zuerst in die National Parks hereinkamen.

Standort 1 (HWY 16 - Osteingang)	1
Standort 2 (HWY 16 - Westeingang)	2
Standort 3 (HWY 11 - Osteingang)	3
Standort 4 (HWY 1 - Westeingang)	4
Standort 5 (HWY 93 - Westeingang)	5
Standort 6 (HWY 1 - Osteingang)	6

-b) Was war das Datum Ihres ersten Eintitts?

____________________ Monat

____________________ Tag

-c) Und ungefähr um welche Zeit sind Sie in das Parksystem eingetreten?

Zwischen 6 Uhr morgens und 12 Uhr mittags	1
Zwischen 12 Uhr mittags und 6 Uhr abends	2
Zwischen 6 Uhr abends und Mitternacht	3
Oder zwischen Mitternacht und 6 Uhr morgens	4

FALLS SIE AUßERHALB KANADAS LEBEN, BITTE BEANTWORTEN SIE FRAGE 11.

1. Durch welche Stadt oder Ortschaft, oder an welchem Grenzübergang sind Sie auf dieser Reise nach Kanada eingereist?

____________________ STADT/ ORTSCHAFT/ GRENZÜBERGANG

____________________ PROVINZ

12. Wenn Sie an Ihre gesamte Reise zurückdenken, einschließlich der Zeit, die Sie in den Parks verbrachten, welche eine Reiseart, wie unten erklärt, würde am besten die Art von Reise beschreiben, die Sie unternommen haben?

Ein Freilufturlaub. Ein Urlaub in einem Naturgebiet, wo Sie an Aktivitäten wie Camping, Fischen, Wandern oder Flößen teilgenommen haben mögen. 1

Erholungsurlaub. Eine Reise zu einem Erholungsort oder Gebiet, wo verschiedenartige Aktivitäten, wie Strände, Schilaufen, Golf, Tennis, usw., direkt oder in der Nähe wo Sie wohnten, angeboten wurden. 2

Ein Freizeiturlaub in der Nähe Ihres Wohnsitzes. Eine Reise in der Nähe Ihrer Wohnung, wo Sie Aktivitäten genießen konnten, wie Strand, See, Meeresstrand, oder Park. 3

Ein Reiseurlaub. Ein Urlaub im Auto, Bus, oder Zug, durch landschaftlich schöne Gebiete, oder von kulturellem oder allgemeinem Interesse. 4

Eine Reise zu einer Stadt oder Ortschaft. Eine Stadt- oder Ortschaftsreise, wo Sie einkaufen gehen, Museen besuchen, Unterhaltung genießen, aus Essen gehen, Theaterspiele oder Konzerte besuchen können, oder einfach nur spazierengehen und die Stadt genießen. 5

Ein Besuch von Freunden oder Verwandten. Eine Reise mit dem hauptsächlichen Grund, Freunde oder Verwandte zu besuchen und Zeit mit ihnen zu verbringen. 6

Ein Geschäfts- oder Messebesuch. Zum Beispiel, an einem Treffen, Seminar, Konferenz, oder Tagung teilzunehmen. 7

13. Welche Kategorie beschreibt am besten die Art von Menschen, die sich in Ihrer direkten Reisegruppe auf der Parkreise befanden?

Ehepaar/Paar	1
Familie/Verwandte	2
Freunde/Bekannte	3
Geschäftsfreunde	4
Schulklasse	5
Club/Verein/ Tagungsgruppe	6
Seniorengruppe	7
Ich reiste alleine	8

Andere (BITTE ANGEBEN) ______________________________

14. Welche von den folgenden Gegenständen oder Ausrüstungen hatten Sie bei sich auf Ihrer Reise zu den Parks ? KREISEN SIE ALLE GEGENSTÄNDE UND AUSRÜSTUNGEN EIN , DIE SIE MITHATTEN. (WENN SIE KEINE VON DEN AUFGEFÜHRTEN AUSRÜSTUNGEN HATTEN, DANN KREUZEN SIE BITTE DIESE STELLE ( ) AN, UND FAHREN MIT DER NÄCHSTEN FRAGE FORT.

Zelt	01	Anglerausrüstung	13
Wanderausrüstung	02	Schnorchel/Tauchausrüstung	14
Bergsteigerausrüstung	03	Golfschläger	15
Wanderstiefel	04	Motorisierter Golfwagen	16
Reiseführer	05	Segelbrett	17
Photoapparat	06	Fahrrad	18
Filmkamera	07	Motorrad	19
Videokamera	08	Boot	20
Feldstecher/Teleskop	09	Kanu/Kayak	21
Abfahrtslaufschier	10	Geländewagen (All-Terrain Vehicle -(ATV))	22
Langlaufschier	11	Snowmobile	23
Schneeschuhe	12	Andere Ausrüstungen	24
		(BITTE ANGEBEN):________________	

____

15-a) Nun bitte denken Sie an die Mitglieder in Ihrer Familie, davon abgesehen, ob sie mit Ihnen auf den Parkreisen waren oder nicht.

Wieviele Personen, sich selbst und Kleinkinder miteingeschlossen, haben Sie in Ihrem Haushalt? (BITTE DIE ZAHL ANGEBEN)

____

-b) Und wieviele,wenn überhaupt,sind unter sechs Jahre alt, und wieviele sind sechs bis eingeschlossen achtzehn Jahre alt? (BITTE DIE ZAHL ANGEBEN)

ZAHL UNTER SECHS JAHRE ALT ________________

ZAHL 6 BIS EINGESCHLOSSEN 18 JAHRE ALT ________________

-c) Ist der hauptsächliche Einkommensträger in Ihrem Haushalt unter oder über 45 Jahre alt? (BITTE EINKREISEN)

Unter 45 Jahre	1
45 Jahre oder älter	2

34-

16-a) Schließlich, um uns zu helfen, die Information zu klassifizieren, würden Sie bitte Ihr persönliches, jährliches Bruttoeinkommen eintragen, und die entsprechende Währung angeben.

Persönliches, jährliches Einkommen für 1986 ____________________

Währung ____________________

-b) Und würden Sie bitte Ihr gesamtes Bruttohaushaltseinkommen eintragen, und die entsprechende Währung angeben.

Haushaltseinkommen für 1986 ____________________

Währung ____________________

38-

Haben Sie irgendwelche Bemerkungen, die Sie hinzufügen möchten, seien sie positiv oder negativ, über die Zeit, die Sie in den National Parken verbracht haben?

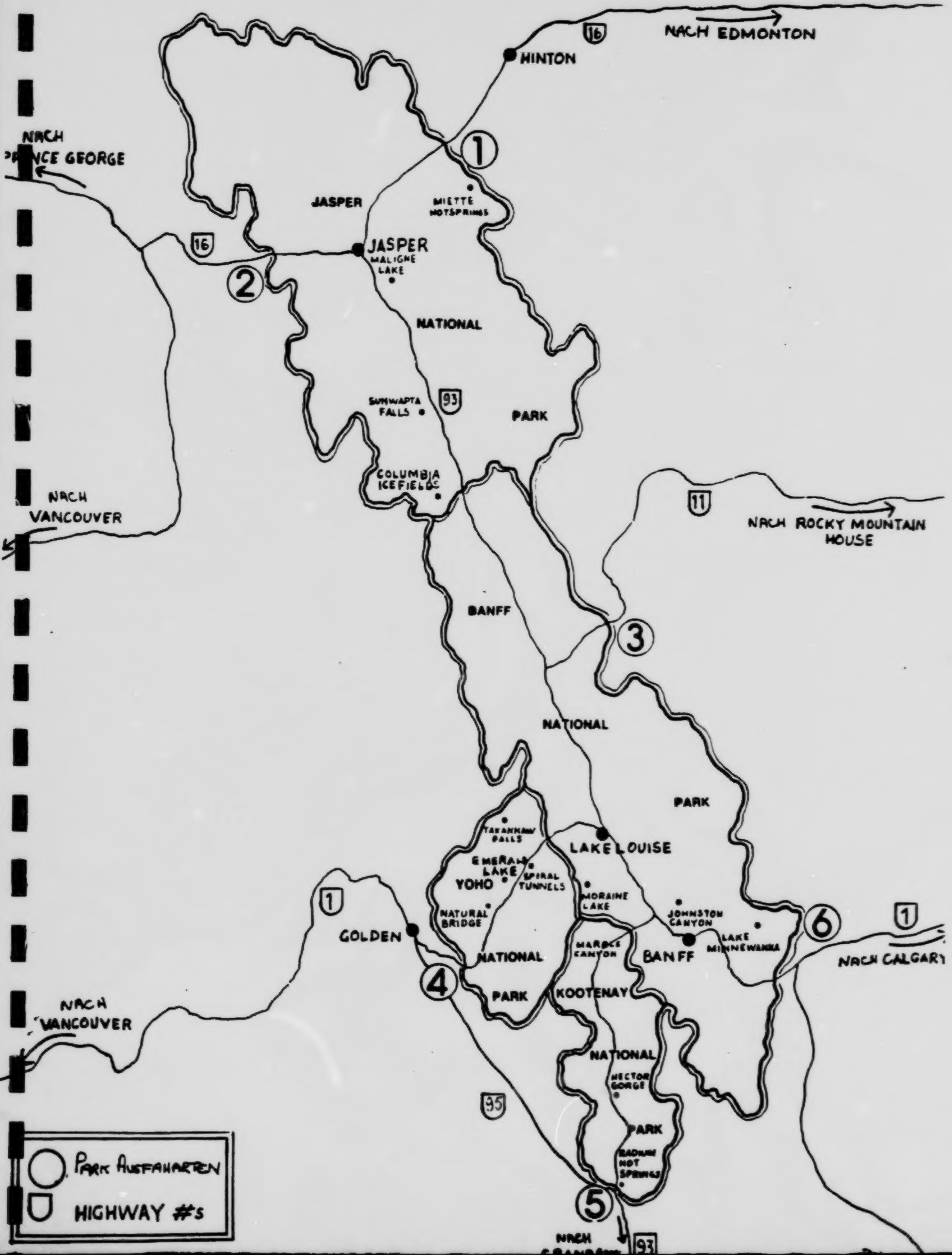
HABEN SIE RECHT HERZLICHEN DANK FÜR IHRE KOOPERATION.

BITTE STECKEN SIE DIE AUSGEFÜLLTEN FRAGEBÖGEN IN DEN VORGESEHENEN BRIEFUMSCHLAG UND SCHICKEN SIE ZURÜCK ZU RUSTON/TOMANY & ASSOCIATES. DAS PORTO IST BEREITS BEZAHLT, SIE BRAUCHEN ALSO KEINE BRIEFMARKEN AUF DEN UMSCHLAG ZU KLEBEN, WENN SIE IHN INNERHALB VON KANADA ODER DEN U.S.A. VERSCHICKEN.

41/44

Ruston/Tomany & Associates
111 Elisabeth Street, 4th Floor,

Toronto,Ontario, M5G 1P7 (Canada)


NACH EDMONTON
16
HINTON
1
NACH
P NCE GEORGE
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
NACH VANCOUVER
11
NACH ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
EMERALD LAKE
SPIRAL TUNNELS
YOHO
LAKE LOUISE
MORAINE LAKE
JOHNSTON CANYON
LAKE MINNEWANKA
6
1
NACH CALGARY
1
GOLDEN
NATURAL BRIDGE
NATIONAL
MARBLE CANYON
BANFF
4
PARK
KOOTENAY
NACH VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
5
NACH
93
PARK AUSFAHRTEN
HIGHWAY #s

111 Elizabeth Street
oronto, Ontario M5G 1P7
16/977-1533

Ruston/Tomany
& Associates Ltd.

Lieber Teilnehmer an der Studie:

Sie haben kürzlich an einer Forschungsumfrage teilgenommen, die in den National Parks ausgeführt wurde. Wir sind außerordentlich dankbar, daß Sie sich die Zeit genommen haben, den Teil der Umfrage innerhalb der Parks zu beantworten. Am Ende dieses Interviews ist Ihnen ein zusätzlicher Fragebogen ausgehändigt worden, den Sie ausfüllen und an uns zurücksenden wollten. Zur Zeit dieses Schreibens hatten wir Ihren Fragebogen noch nicht zurückerhalten. Für den Fall, daß Sie vielleicht den ursprünglichen Fragebogen verlegt haben, legen wir ein Duplikat bei. Bitte füllen Sie diesen Fragebogen aus, und senden Sie ihn in dem vorgesehenen frankierten Briefumschlag zurück. Bitte schenken Sie diesem Schreiben keine Beachtung, wenn Sie Ihren Fragebogen bereits zurückgesendet haben.

Die Information, die Sie uns über Ihre Zeit in den Parks geben, wird unschätzbar für die zukünftige Planungen der Parks sein.

Vielen Dank für Ihre Kooperation.

Hochachtungsvoll,

Denis Tomany
Präsident

Anlage

JAPANESE LANGUAGE QUESTIONNAIRES

SUMMER, FALL, SPRING

ラストン／トウィニ・アンド・アソシエイト社　　R/T 19151

5-1
6-1
7-1
8-

バンフ

道路脇での審査

場所 ________ 開始 ________ 午前 午後 13- 14-

月日 ________ 日 月　終了 ________ 午前 午後 15-

調査員 ________ 18-

紹介：今日は 私はラストン／トウィニ社から参りました________です。当社はカナダ政府、アルバータ、ブリティッシュ・コロンビア各州政府より依頼され バンフ、ジャスパー、ヨーホー、クーテナイの4つの国立公園についての調査を行っています。

回答者が審査を始める前に回答を断わった場合下に丸をつけこの審査用紙を使わないで下さい。

審査を始める前に断わった。　1　用紙を取っておく。 19-

A.　あなたは今バンフ東口を通って公園から出られる途中ですか。

はい　1

いいえ　2 審査をやめ用紙を取っておく。

1.　車内の人を年令により2つのグループに分けて下さい。ざっとみてよくわからない場合運転手に乗車員数をきいて下さい。

16才及びそれ以上 ________（人数）　16才未満 ________（人数） 20- 21- 22- 23-

（カード１を手渡す）

2-a）この車内で16才以上の方の内 次の項目に該当する方がいますか。乗客の内該当する方がいればそれについて該当項目の右横にその人数を書き入れる。

なし	24-	1　Q３に飛ぶ
販売・サービス業務・集配達中		2　質問をやめ
公園内で作業中または従業員		3　用紙を取って
公園内外から通学・通勤中		4　おく。
公園内に定住または季節的に居住する		5

-b）乗客全員が公園内に定住または季節的に居住される方ですか

はい	25-	1　質問中止 用紙を取っておく
いいえ		2

-c）16才以上の乗客の内 公園内に定住または季節的に居住される方は何人いますか（下記）

16才以上の居住者 ________（人数） 26- 27-

なし 00

-d）16才未満の乗客の内公園内に定住または季節的に居住される方は何人いますか（下記）

16才未満の居住者 ________（人数） 28- 29-

なし 00

質問中止 用紙を取っておく

3.　車内で16才以上の方が1人だけの場合Q４に飛んで下さい。16才以上の人が1人以上いる場合Q３を質問して下さい。　それでは今からは乗客の内1人の方だけに質問をします。16才以上の乗客の内 誕生日が一番近いのはどなたですか

誕生日が一番近い人の名前を書いて下さい：________

それ以後からの質問全てはその人に回答してもらって下さい。

4.　（カード２を手渡す）４つの公園を含むこの地図をごらん下さい。今回の旅行を終え帰宅される前に個人的にこの地図にある公園の境界線内に又戻って来られる予定がありますか。

戻って来る予定なし。	30-1	
戻って来る予定	2	回答者に感謝し 調査を終える。用紙を取っておく。

回答者が調査条件にあうけれど回答協力拒否する場合下に丸をつけ調査用紙を取っておく。

条件にあうけれど回答協力拒否　31- 1 用紙を取っておく。

ROADSIDE QUESTIONNAIRE

ラストン/トウメニ・アンド・アソシエイト社

5-1
6-1
7-4

高速道路

皆様今日は　私は市場調査会社である　ラストン/トウメニ社から参りました。当社では只今カナダ政府、アルバータ、ブリティッシュ・コロンビア各州より依頼を受け、バンフ、ジャスパー、ヨーホー、クーテネイの4つの国立公園に関する調査を行っています。つきましては2～3分ばかり時間をさいてもらって質問に回答下さるようお願い致します。 19/

1.　この車に同乗されている人の内、何人は16才又はそれ以上、何人は16才以下ですか。（下に書いて下さい。）

16才及びそれ以上　＿＿＿＿＿＿＿＿ 20- 21-
人数名

16才以下　＿＿＿＿＿＿＿＿ 22- 23-
人数名

2.　この車に同乗されている16才及びそれ以上の方の内　上記4つの国立公園内に居住する又は季節的に住まわれる方がいますか。

いいえ　（　）質問3に進んで下さい。 24-
は　い　（　）係員に調査用紙をお返し下さい。 25/29

3.　あなたの車に乗っている16才及びそれ以上の方の内　誕生日が一番近いのはどなたでしょうか。（該当者の呼び名を下に書いて下さい。）

呼び名：＿＿＿＿＿＿＿＿

次からの質問には上記質問3の該当者が回答して下さい。

次からの質問の回答は、ほとんど選択式となっています。該当する答の横の番号に丸をつけて下さい。例えば：　私の好きな色は－

赤　1
緑　2
青　③
黄　4

4.　添付の4つの国立公園を含む地図を参照して下さい。今回の旅行を終える前に個人的に地図に示す国立公園の境界線内に再び入って来る予定がありますか。 30-

いいえ、今回は国立公園に戻って来る予定はありません。　1　質問5に進んで下さい。

はい、今回は国立公園に戻って来る予定です。　2　係員に質問用紙をお返し下さい。

31/

5-a) あなたのお住まいはどちらですか。(市、州/県、国名を記入)

町/市	県/州	国	46- 47- 48-
＿＿＿＿＿＿	＿＿＿＿＿＿	＿＿＿＿＿＿	

-b) 今回の旅行で家から一番の遠距離地はどこですか。

町/市	県/州	国	49- 50- 51-
＿＿＿＿＿＿	＿＿＿＿＿＿	＿＿＿＿＿＿	

-c) この国立公園への旅が今回の旅行の主目的地ですか。 52-

はい 1

いいえ 2 53/

6. 地図を参照して今回の旅行で次の4つの国立公園内に入られたかどうかお答え下さい。(1つの公園につき1つずつ丸をして下さい。)

	全然入らない	入った	
バンフ国立公園	1	2	54-
ジャスパー国立公園	1	2	55-
ヨーホー国立公園	1	2	56-
クーテネイ国立公園	1	2	57-

7-a) 今回の旅行全体の目的をあげるとしたら次の内どれが一番当てはまると思いますか。下のQ.7-a)から1つだけ選び丸をして下さい。

-b) 今回の国立公園への旅の目的をあげるとしたら次の内どれが一番当てはまると思いますか。下のQ7-b)から1つだけ選び丸をして下さい。 58/75

		-a) 旅全体の主目的	-b) 国立公園への旅の主目的	76- 77-
仕事で:	会議、集会、学会等に参加	1	1	
	その他の仕事	2	2	
個人的:	家庭の事情: 例えば友人、親戚訪問、結婚式、葬式参列等	3	3	
	用事: 例-買物、銀行、医者通い等	4	4	
観光:	バケーション	5	5	
	日帰りの行楽	6	6	
	別荘行き	7	7	
通りがかり			8	
その他の目的で(明記下さい)		＿＿＿＿＿＿	＿＿＿＿＿＿	

78/80

5-1
6-2

8. 今回の旅行全体では お宅を離れての宿泊数は何泊ですか 13/

泊数（旅全体） ________ 泊　　泊りがけ旅行でない場合 Q.11に飛んで下さい。 14- 15- 16-

9. その内 この国立公園内にて宿泊された数は何泊ですか

国立公園での宿泊数 ________ 泊　　泊りがけ旅行でない場合 Q.11に飛んで下さい。 17- 18- 19-

国立公園内で宿泊された方は 次の Q.10にお答え下さい。

10. 次に国立公園内での宿泊先についてお尋ねします。国立公園内での宿泊先それぞれについて、その場所、種類、泊数を書いて下さい。

凡例 ― 宿泊先の種類

1) ホテル、モーテル、旅館 ロッジ	5) キャンプ、トレーラーパーク
2) 貸別荘、キャビン	6) 遠地向キャンプ
3) [illegible]民宿	7) 友人・親戚宅、自分の別荘
4) ユース・ホステル	

宿泊地順	宿泊場所（地名を書いて下さい）	宿泊先の種類（上記凡例の番号1つに○をつけて下さい）	宿泊数（各地毎）（泊数記入）
20- 第一	________	1 2 3 4 5 6 7	________
26- 第二	________	1 2 3 4 5 6 7	________
32- 第三	________	1 2 3 4 5 6 7	________
38- 第四	________	1 2 3 4 5 6 7	________
44- 第五	________	1 2 3 4 5 6 7	________
50- 第六	________	1 2 3 4 5 6 7	________
56- 第七	________	1 2 3 4 5 6 7	________
62- 第八	________	1 2 3 4 5 6 7	________

68/69

11. 今回の国立公園への旅の費用の内 公園内に入られる前に前払いされたものがありますか

はい　1　　70-

いいえ　2　Q.15に飛んで下さい。

71/80

12-a) 国立公園入園の前に支払われた項目を示して下さい。
(-a 欄の該当番号に丸をつけて下さい。)

-b) 上記前払いされたものにつき、それは一括セット（例えば2つ以上の項目につきまとめて支払う）として払ったものか、又は個別に前払いしたものですか。(-b 欄の該当番号に丸をつけて下さい。)

-c) 個別に前払いされた費用項目につき（一括セットでなく）それぞれの金額を記入して下さい。この際金額及び支払通貨を記入下さい。
（例. フラン、ドイツマルク、円、米ドル、カナダドル等）

	-a)	-b)		-c) 個別で前払いした費用についてのみ		
	前払いした費用項目	一括セット	個別	金額	通貨	10- 11- 12-
宿泊施設	1	1	1	______	______	13-
食事と飲物	2	2	2	______	______	17-
娯楽、行事、観光ツアー リフトの利用代	3	3	3	______	______	21-
公園内で借りたレンタカー料金	4	4	4	______	______	25-
公園外で借りたレンタカー料金	5	5	5	______	______	29-
交通費	6	6	6	______	______	33-
上記該当なし	9 Q.15に飛んで下さい。					

一括セットの一部として費用を前払いされた方は次の質問第13に回答して下さい。そうでない場合質問第14に進んで下さい。

13-a) あなたの車に同乗されている人全員の一括セット前払い金額の合計はいくらですか。金額及び通貨を記入下さい。

______________ 37-
金額

____
通貨

-b) 上記前払いの内旅行全体の宿泊数は何泊ですか。又国立公園内での宿泊数は何泊ですか。 41- 44-

____
全体の宿泊数

____
国立公園内での宿泊数

-c) 交通費が一括前払いに入っている場合、その交通機関に最初に乗られた地（出発地）を下に書いて下さい。 47- 48- 49-

____
（最寄りの）町／市

____
県／州

____
国

14. 宿泊費を個別に（一括セットの一部としてでなく）前払いされた方は次の質問第14に答えて下さい。そうでない方は質問第15に進んで下さい。

この前払い金は合計何泊分ですか。その内何泊はこの国立公園内での宿泊にあたりますか 50-

______________ 53-
前払い合計宿泊数

____
国立公園での宿泊数

56-58/

15-a) 次の費用項目1つ1つにつき、同乗の方全員で国立公園内で使われた合計金額を記入下さい。現金、クレジット・カード、旅行者小切手、小切手等用により支払われた物全部を合計して下さい。ただし前の質問にある前払いの費用は含まないで下さい。

同乗者全員が使った金額はいくらですか。項目別にカナダドルで金額を入れて下さい。カナダドルでの金額を御存知ない場合は金額とその通貨を空欄に入れて下さい。

	ない場合は印をつけて下さい	カナダドル 金額	その他の通貨（金額及びその通貨名記入）	
				59- 60-
キャンプ・トレーラーパーク場以外での宿泊費	( )	______	______	61-
キャンプ費	( )	______	______	65-
公園内でのレストラン、ホテル、バーでの飲食代	( )	______	______	69-
公園内の店で買った食料品、飲物	( )	______	______	73-
公園内のガソリンスタンドで買ったガソリン、油代及び車の部品・修理費	( )	______	______	77 5-1 6-4
シャトルバス（往復バス）、タクシーを含む公園内での交通費	( )	______	______	13
公園内で借りたレンタカー代金	( )	______	______	17
ツアー、切符代、器具借賃等を含む公園内での行楽娯楽費	( )	______	______	21
公園内での会議、集会の参加費	( )	______	______	25
入園費、免許費	( )	______	______	29
おみやげ、器具、フィルム、釣道具等公園内での店での買物代金	( )	______	______	33
合計 約		______	______	37-56 57-

16-a) 今回のバンフ、ジャスパー国立公園への旅を決定された要因（たとえば何に特にひかれたか等）があったら下に書いて下さい。

______________________________ 61-

______________________________ 62-

______________________________ 63-

-b) 総体的にバンフ、ジャスパー国立公園への旅をあなたはどのように評価されますか。1つだけ選んで丸をつけて下さい。 64-

	最高	1
	大変良い	2
	良い	3
	ふつう	4
または	悪い	5

-c) バンフ、または ジャスパー国立公園の設備、サービス等について希望されるもの あるいは改善を期待するものがありますか。（希望するものを下に書いて下さい。）

______________________________ 65-

______________________________ 66-

______________________________ 67-

17. 当地が1988年の冬期オリンピック会場となったという事はあなたの今回の旅行決定にあたりどんな影響を与えたでしょうか。該当する答1つだけに丸をつけて下さい。

私はオリンピック行事の準備活動、観覧又は参加の為に現地に滞在していたので国立公園へ行った。 1. 68-

オリンピックについて色々見たり聞いたりした結果自分で国立公園に来てみたくなった。 2.

オリンピックの為国立公園への旅の計画を建てた。 3.

または オリンピックは国立公園への旅とは何ら関係ない。 4.

18.　あなたと含め同家の方全員の年令、性別を書いて下さい。
あなたの年令、性別から書き始めて下さい。

	年令	性別 男	性別 女	
あなたの：	＿＿＿＿才	1	2	69
	＿＿＿＿才	1	2	71
	＿＿＿＿才	1	2	73
	＿＿＿＿才	1	2	75
	＿＿＿＿才	1	2	77 6-5
	＿＿＿＿才	1	2	13-
	＿＿＿＿才	1	2	15-
	＿＿＿＿才	1	2	17-

19/21

19.　あなたの職業は何ですか。会社名でなく職種及び会社の業種を書いて下さい。
（引退されている方はかっこに印をつけて下さい。）

＿＿＿＿＿＿＿＿＿＿＿＿　＿＿＿＿＿＿＿＿＿＿＿＿　22
（職種）　（会社の業種）

（　）　引退している

20.　あなたの名前及び郵便番号を含む完全な住所を下に書いて下さい。

回答者の名前：＿＿＿＿＿＿＿＿＿＿＿＿
住所　＿＿＿＿＿＿＿＿＿＿＿＿
市／町：＿＿＿＿＿＿　県／州：＿＿＿＿＿＿
国：＿＿＿＿＿＿＿＿＿＿＿＿
郵便番号：＿＿＿＿＿＿＿＿＿＿＿＿　23-
電話番号：＿＿＿＿＿＿　＿＿＿＿＿＿
局番　番号

調査に協力いただきまして大変ありがとうございました。質問用紙をお渡ししますので回答終りましたら当方宛郵便で送って下さい。
住所、切手付の返送用封筒を添付していますのでお使い下さい。皆様からの回答によって公園のサービス、設備改善に役立てたいと思っています。

出来ましたらカ月を経たる前に回答を終え郵送下さい。

御協力感謝のしるしとしてアルバータのおみやげ品をここに贈りいたします。

INTERVIEWER:

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		

Other (SPECIFY) ____________________

RECORD:	Refused before screening	31-1
	Qualified but refused	2

Location: ______________________________ 13-
14-

Date: ______________________________ 15-
Day Month

Start: ______________ A.M.
P.M.

Finish: ______________ A.M.
P.M.

Interviewer: ____

SCHEDULED BUS QUESTIONNAIRE

R/T 19151

ラストン/トウメニ・アンド・アソシエイト社

5-2
6-1
7-4

バス質問書

皆様今日は。私は市場調査会社であるラストン/トウメニ社から参りました。当社では只今カナダ政府、アルバータ、ブリティッシュ・コロンビア各州より依頼を受け、バンフ、ジャスパー、ヨーホー、クーテネイの4つの国立公園に関する調査を行っています。つきましては2～3分ばかり時間をさいてもらって質問に回答下さるようお願い致します。 19/27

A. あなたは今日 ______________ まで ______________ バスに乗られる予定ですか。（1つだけ選んで下さい。）

はい （ ）

いいえ （ ） 係員に回答用紙を返却下さい。

1-a) 今はバス乗り換えの為に この駅に来ていらっしゃるのですか。又は短い途中下車中の為ですか。（1つだけ選んで下さい。）

いいえ （ ） 28-

はい （ ）

はいと答えられた方は質問才1bに回答して下さい。そうでない方は質問才2に進んで下さい。

-b) この公園での途中下車中に、このバス駅の外に出られましたか。（1つだけ選んで下さい。） 29-

はい （ ） 質問才2に進んで下さい。

いいえ （ ） 係員に回答用紙を返却下さい。

2-a) このバスに同乗されている人の内、何人は16才又はそれ以上、何人は16才未満ですか。（下に書いて下さい。）

16才及びそれ以上 ________ 30- 31-
人数

16才未満 ________ 32- 33-
人数

-b) このバスに同乗されている16才及びそれ以上の方の内、上記4つの国立公園内に居住する又は季節的に住まわれる方がいますか。

いいえ （ ）質問3に進んで下さい。 34-
はい （ ）係員に調査用紙をお返し下さい。 35/39

3. あなたのグループのうち16才及びそれ以上の方の内、誕生日が一番近いのはどなたでしょうか。（該当者の呼び名を下に書いて下さい。）

呼び名：________

次の3つの質問には上記質問3の該当者が回答して下さい。

次の3つの質問の回答は、ほとんど選択式となっています。該当する答の横の番号に丸をつけて下さい。例えば：私の好きな色は－

赤 1
緑 2
青 ③
黄 4

4. 添付の4つの国立公園を含む地図を参照して下さい。今回の旅行を終える前に個人的に地図に示す国立公園の境界内に再び入って来る予定がありますか。 40-

いいえ。今回は国立公園に戻って来る予定はありません。 1 質問Q.5に進んで下さい。

はい。今回は国立公園に戻って来る予定です。 2 係員に質問用紙をお返し下さい。

41/45

5-a) あなたのお住まいはどちらですか．（市．州/県．国名を記入）

＿＿＿＿＿＿	＿＿＿＿＿＿	＿＿＿＿＿＿	46- 47- 48-
町/市	県/州	国	

-b) 今回の旅行で家から一番の遠距離地はどこですか．

＿＿＿＿＿＿	＿＿＿＿＿＿	＿＿＿＿＿＿	49- 50- 51-
町/市	県/州	国	

-c) この国立公園への旅が今回の旅行の主目的ですか．

はい	1	52-
いいえ	2	53/

6. 地図を参照して今回の旅行で次の4つの国立公園内に入られたかどうかお答え下さい．（1つの公園につき1つづつ丸をして下さい．）

	全然入っていない	入った	
バンフ国立公園	1	2	54-
ジャスパー国立公園	1	2	55-
ヨーホー国立公園	1	2	56-
クーテネイ国立公園	1	2	57-

7-a) 今回の旅行全体の目的をあげるとしたら次の内どれが一番当てはまると思いますか．下のQ.7-a)から1つだけ選び丸をして下さい．

-b) 今回の国立公園への旅の目的をあげるとしたら次の内どれが一番当てはまると思いますか．下のQ7-b)から1つだけ選び丸をして下さい． 58/75

	-a) 旅全体の主目的	-b) 国立公園への旅の主目的	76- 77-
仕事：会議．集会．学会等に参加	1	1	
その他の仕事	2	2	
個人的：家庭の事情：例えば友人．親戚訪問．結婚式．葬式参列等	3	3	
用事：例－買物．銀行．医者通い等	4	4	
娯楽：バケーション	5	5	
日帰りの行楽	6	6	
別荘行き	7	7	
通りがかり		8	
その他の目的で（明記下さい）	＿＿＿＿＿＿	＿＿＿＿＿＿	

78/80

5-1
6-2

8.　今回の旅行全体では お宅を離れての宿泊数は何泊ですか。 13/

泊数（旅全体）＿＿＿＿＿＿泊　　泊り付旅行でない場合 Q.11に飛んで下さい。 14- 15- 16-

9.　その内 この国立公園内にて宿泊される数は何泊ですか。

国立公園での宿泊数＿＿＿＿＿＿泊　　泊り付旅行でない場合 Q.11に飛んで下さい。 17- 18- 19-

国立公園内で宿泊された方は 次の Q.10にお答え下さい。

10.　次に国立公園内での宿泊先についてお尋ねします。国立公園内での宿泊先それぞれについて、その場所、種類、泊数を書いて下さい。

凡例 － 宿泊先の種類

1) ホテル、モーテル、旅館、ロッジ
2) 貸別荘、キャビン
3) 朝食付民宿
4) ユース・ホステル
5) キャンプ・トレーラーパーク
6) 遠地向キャンプ
7) 友人・親戚宅、自分の別荘

	宿泊地順	宿泊先の知られる宿泊場所名（地名を書いて下さい）	宿泊先の種類（上記凡例を参照して該当番号に丸をして下さい）	宿泊数（各地ごと）（泊数記入）
20-	第一	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
26-	第二	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
32-	第三	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
38-	第四	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
44-	第五	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
50-	第六	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
56-	第七	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
62-	第八	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿

68/69

11.　今回の国立公園への旅の費用の内 公園内に入られる前に前払いされたものがありますか。

はい　1　　70-

いいえ　2　Q.15に飛んで下さい。

71/80

12-a) 国立公園入園の前に支払われた項目を示して下さい。
（-a 欄の該当番号に丸をつけて下さい。）

-b) 上記前払いされたものにつき、それは一括セット（例えば２つ以上の項目につきまとめて支払う）として払ったものか、又は個別に前払いしたものですか。（-b 欄の該当番号に丸をつけて下さい。）

-c) 個別に前払いされた費用項目につき（一括セットでなく）それぞれの金額を記入して下さい。この際金額及び支払通貨も記入下さい。
（例．フラン．ドイツマルク．円．米ドル．カナダドル等）

	-a)	-b)		-c) 個別で前払いした費用についてのみ		
	前払いした費用項目	一括セット	個別	金額	通貨	10- 11- 12-
宿泊施設	1	1	1	____	____	13-
食事と飲物	2	2	2	____	____	17-
娯楽、行事、観光ツアー リフトの利用代	3	3	3	____	____	21-
公園内で借りたレンタカー代金	4	4	4	____	____	25-
公園外で借りたレンタカー代金	5	5	5	____	____	29-
交通費	6	6	6	____	____	33-
上記該当なし	9　Q.15に飛んで下さい。					

一括セットの一部として費用を前払いされた方は次の質問第13に回答して下さい。そうでない場合質問第14に進んで下さい。

13-a) あなたがバスに同乗されている人全員の一括セット前払い金額の合計はいくらですか。金額及び通貨を記入下さい。

______ 金額　　______ 通貨　　37-

-b) 上記前払いの内旅行全体の宿泊数は何泊ですか。又国立公園内での宿泊数は何泊ですか。　41-　44-

______ 全体の宿泊数　　______ 国立公園内での宿泊数

-c) 交通費が一括前払いに入っている場合、その交通機関に最初に乗られた地（出発地）を下に書いて下さい。　47-　48-　49-

______ （最寄りの）町／市　　______ 県／州　　______ 国

14. 宿泊費を個別に（一括セットの一部としてでなく）前払いされた方は次の質問第14に答えて下さい。そうでない方は質問第15に進んで下さい。

この前払い金は合計何泊分ですか。その内何泊はこの国立公園内での宿泊にあたりますか　50-　53-

______ 前払い合計宿泊数　　______ 国立公園での宿泊数　　56-58/

15-a) 次の費用項目1つ1つにつき、御一行の方全員で国立公園内で使われた合計金額を記入下さい。現金、クレジット・カード、旅行者小切手、小切手等により支払われた額全部を合計して下さい。ただし前の質問にある前払いの費用は含まないで下さい。

御一行全員が使った金額はいくらですか。項目別にカナダドルで金額を入れて下さい。カナダドルでの金額を御存知ない場合は金額とその通貨を右欄に入れて下さい。

	ない場合は印をして下さい	カナダドル金額	その他の通貨（金額及びその通貨名記入）	59- 60-
キャンプ・トレーラーパーク場以外での宿泊費	（ ）	______	______	61-
キャンプ費	（ ）	______	______	65-
公園内でのレストラン、ホテル、バーでの飲食代	（ ）	______	______	69-
公園内の店で買った食料品、飲物	（ ）	______	______	73-
公園内のガソリン・スタンドで買ったガソリン、油代及び車の維持、修理費	（ ）	______	______	77- 5-1 6-4
シャトルバス（往復バス）、タクシーを含む公園内での交通費	（ ）	______	______	13-
公園内で借りたレンタカー代金	（ ）	______	______	17-
ツアー、切符代、器具借賃料を含む公園内での行楽娯楽費	（ ）	______	______	21-
公園内での会議、集会の参加費	（ ）	______	______	25-
入園費，免許費	（ ）	______	______	29-
おみやげ、器具、フィルム、氷燃料等公園内での店での買物代金	（ ）	______	______	33-
合計約		______	______	37-56 57-

16-a) 今回のバンフ、ジャスパー国立公園への旅を決定された要因（たとえば何に特にひかれたか等）がありましたら下に書いて下さい。

____ 61-

____ 62-

____ 63-

-b) 総体的にバンフ、ジャスパー国立公園への旅をあなたはどのように評価されますか　1つだけ選んで丸をつけて下さい。 64-

最高　1
大変良い　2
良い　3
ふつう　4
または　悪い　5

-c) バンフまたはジャスパー国立公園の設備、サービス等について希望されるものあるいは改善を期待するものがありますか（希望するものを下に書いて下さい）

____ 65-

____ 66-

____ 67-

17. 当地が1988年の冬期オリンピック会場となったという事はあなたの今回の旅行決定においてどんな影響を与えたでしょうか　該当する答1つだけに丸をつけて下さい。

私はオリンピック行事の準備手助け、観覧または参加の為に現地に滞在していたので国立公園へ行った。　1.　68-

オリンピックについて色々見たり聞いたりした結果自分で国立公園に来てみたくなった。　2.

オリンピックの為　国立公園への旅の計画を延期した。　3.

または　オリンピックは国立公園への旅には何ら関係ない。　4.

18.　あなたを含め所帯の方全員の年令．性別を書いて下さい。
あなたの年令．性別から書き始めて下さい。

	年令	性別		
		男	女	
あなたの：	＿＿＿＿才	1	2	69-
	＿＿＿＿才	1	2	71-
	＿＿＿＿才	1	2	73-
	＿＿＿＿才	1	2	75-
	＿＿＿＿才	1	2	77- 6-5
	＿＿＿＿才	1	2	13-
	＿＿＿＿才	1	2	15-
	＿＿＿＿才	1	2	17-

19/21

19.　あなたの職業は何ですか。会社名でなく職種及び会社の業種を書いて下さい。
（引退されている方は かっこに印をつけて下さい。）

＿＿＿＿＿＿＿＿＿＿　＿＿＿＿＿＿＿＿＿＿　22-
（職種）　（会社の業種）

（　）　引退している

20.　あなたの名前及び郵便番号を含む完全な住所を下に書いて下さい。

回答者の名前：＿＿＿＿＿＿＿＿＿＿
住所＿＿＿＿＿＿＿＿＿＿
市／町：＿＿＿＿＿＿　県／州：＿＿＿＿＿＿
国：＿＿＿＿＿＿＿＿＿＿
郵便番号：＿＿＿＿＿＿＿＿＿＿　23-
電話番号：＿＿＿＿＿＿　＿＿＿＿＿＿
局番　番号

調査に協力いただきまして大変ありがとうございました。質問用紙をお返ししますので回答終りましたら当方宛郵便で送って下さい。
住所．切手付の返送用封筒を添付していますのでお使い下さい。皆様からの回答によって公園のサービス．設備改善に努めたいと思っています。

出来ましたらカナダを発たれる前に回答を終え郵送下さい。

御協力感謝のしるしとしてアルバータのおみやげ品をここに贈呈いたします。

RECORD:	**Refused before screening**	**31-1**
	Qualified but refused	**2**

13-

Location: ______________________ **14-**

Date: ______________________ **15-**
Day Month

Start: ______________ A.M. P.M.

Finish: ______________ A.M. P.M.

Interviewer: ______________________

SCHEDULED TRAIN QUESTIONNAIRE

ラストン/トウメニ・アンド・アソシエイト社

5-3
6-1
7-4

汽車質問書

皆様今日は。私は市場調査会社である ラストン/トウメニ社から参りました。当社では只今 カナダ政府、アルバータ、ブリティッシュ・コロンビア各州より依頼を受け、バンフ、ジャスパー、ヨーホー、クーテネイの 4つの国立公園に関する調査を行っています。つきましては 2～3分ばかり時間をさいてもらって質問に回答下さるよう お願い致します。 19/27

A あなたは今日＿＿＿＿＿＿＿＿まで＿＿＿＿＿＿＿＿汽車に乗られる予定ですか（1つだけ選んで下さい。）

はい （　）

いいえ （　） 係員に回答用紙を返却下さい。

1-a) 今日は汽車乗り換えの為に この駅に来ていらっしゃるのですか。又は短い途中下車の為ですか。（1つだけ選んで下さい。）

いいえ （　） 28-

はい （　）

はいと答えられた方は質問の1bに回答下さい。そうでない方は質問第2に進んで下さい。

-b) この公園での途中下車中に、この駅の外に出られましたか。

はい （　） 質問第2に進んで下さい。 29-

いいえ （　） 係員に回答用紙を返却下さい。

2-a) いっしょに旅行されている人の内、何人は16才またはそれ以上、何人は16才未満ですか。（下に書いて下さい。）

16才及びそれ以上 ______ 人数 -30- -31-

16才未満 ______ 人数 -32- -33-

-b) いっしょに旅行されている16才及びそれ以上の方の内、上記4つの国立公園内に居住するか又は季節的に住まわれる方がいますか。

いいえ	（ ）質問3に進んで下さい。	-34-
はい	（ ）係員に調査用紙をお返し下さい。	

35/39

3. あなたと同行されている16才及びそれ以上の方の内、誕生日が一番近いのはどなたでしょうか。（該当者の呼び名を下に書いて下さい。）

呼び名：______

次からの質問には上記質問3の該当者が回答して下さい。

次からの質問の回答は、ほとんど選択式となっています。該当する答の横の番号に丸をつけて下さい。例えば：　私の好きな色は－

赤	1
緑	2
青	③
黄	4

4. 添付の4つの国立公園を含む地図を参照して下さい。今回の旅行を終える前に個人的に地図に示す国立公園の境界線内に再び入って来られる予定がありますか。 40-

いいえ、今回は国立公園に戻って来る予定はありません。	1　質問Q.5に進んで下さい。
はい、今回は国立公園に戻って来る予定です。	2　係員に質問用紙をお返し下さい。

41/45

5-a) あなたのお住まいはどちらですか.（市.州/県.国名を記入）

____________	____________	____________	46- 47- 48-
町/市	県/州	国	

-b) 今回の旅行で家から一番の遠距離地はどこですか.

____________	____________	____________	49- 50- 51-
町/市	県/州	国	

-c) この国立公園への旅が今回の旅行の主な目的ですか.

はい	1	52-
いいえ	2	53/

6. 地図を参照して今回の旅行で次の4つの国立公園内に入られたかどうかお答え下さい.（1つの公園につき 1つずつ丸をして下さい.）

	全然入らなかった	入った	
バンフ国立公園	1	2	54-
ジャスパー国立公園	1	2	55-
ヨーホー国立公園	1	2	56-
クーテネイ国立公園	1	2	57-

7-a) 今回の旅行全体の目的をあげるとしたら次の内どれが一番当てはまると思いますか. 下の Q.7-a)から1つだけ選び丸をして下さい.

-b) 今回の国立公園への旅の目的をあげるとしたら次の内どれが一番当てはまると思いますか. 下の Q 7-b)から1つだけ選び丸をして下さい. 58/75

	-a) 旅全体の主目的	-b) 国立公園への旅の主目的	76- 77-
仕事: 会議.集会.学会等に参加.	1	1	
その他の仕事	2	2	
個人的: 家庭の事情: 例えば友人.親戚訪問.結婚式.葬式参列等	3	3	
用事: 例-買物.銀行.医者通い等	4	4	
観光: バケーション	5	5	
日帰りの行楽	6	6	
別荘行き	7	7	
通りがかり		8	
その他の目的 (明記下さい)	____________	____________	

78/80

6-2

8. 今回の旅行全体では お宅を離れての宿泊数は何泊ですか。 13/

泊数（旅全体） ＿＿＿＿＿＿ 泊 日帰り旅行で泊らない場合 Q.11に飛んで下さい。 14- 15- 16-

9. その内 この国立公園内にて宿泊される数は何泊でしょうか。

国立公園での宿泊数 ＿＿＿＿＿＿ 泊 日帰り旅行で泊らない場合 Q.11に飛んで下さい。 17- 18- 19-

国立公園内で宿泊された方は 次の Q.10 にお答え下さい。

10. 次に国立公園内での宿泊先について お尋ねします。国立公園内での宿泊先 それぞれについて、その場所、種類、泊数を書いて下さい。

凡例 ― 宿泊先の種類

1) ホテル、モーテル、旅館、ロッジ
2) 貸別荘、キャビン
3) 朝食付民宿
4) ユース・ホステル
5) キャンプ・トレーラーパーク
6) 遠地向キャンプ
7) 友人・親戚宅、自分の別荘

	宿泊地順	宿泊先の名前又は宿泊場所名（地名を書いて下さい）	宿泊先の種類（上記凡例を参照して該当番号に丸をして下さい）	宿泊数（各地ごと）（泊数記入）
20-	第一	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
26-	第二	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
32-	第三	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
38-	第四	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
44-	第五	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
50-	第六	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
56-	第七	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿
62-	第八	＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿

68/69

もしあなたが いっしょに旅行されている御一行の旅行費用について あまりくわしくない場合は 次から質問 2～3 には 一番よく知っていらっしゃる方に聞いて回答して下さい。

11. 今回の国立公園への旅の費用の内 公園内に入られる前に 前払いされたもの がありますか。

はい 1 70-

いいえ 2 Q.15に飛んで下さい。

71/80

12-a) 国立公園入園の前に支払われた項目を示して下さい。
(-a 欄の該当番号に丸をつけて下さい。)

-b) 上記前払いされたものにつき、それは一括セット（例えば2つ以上の項目につきまとめて支払う）として払ったものか、又は個別に前払いしたものですか。(-b 欄の該当番号に丸をつけて下さい。)

-c) 個別に前払いされた費用項目につき（一括セットでなく）それぞれの金額を記入して下さい。この際金額及び支払通貨も記入下さい。
(例．フラン．ドイツマルク．円．米ドル．カナダドル等)

	-a)	-b)		-c) 個別で前払いした費用についてのみ		
	前払いした費用項目	一括セット	個別	金額	通貨	10- 11- 12-
宿泊設備	1	1	1	______	______	13-
食事と飲物	2	2	2	______	______	17-
娯楽、行事、観光ツアー、リフトの切符代	3	3	3	______	______	21-
公園内で借りたレンタカー代金	4	4	4	______	______	25-
公園外で借りたレンタカー代金	5	5	5	______	______	29-
交通費	6	6	6	______	______	33-
上記該当なし	9 Q.15に飛んで下さい。					

一括セットの一部として費用を前払いされた方は次の質問第13に回答して下さい。そうでない場合質問第14に進んで下さい。

13-a) あなたと同行されている人全員の一括セット前払い金額の合計はいくらですか。金額及び通貨を記入下さい。 37-

______ 金額　　______ 通貨

-b) 上記前払いの内旅行全体の宿泊数は何泊ですか。又国立公園内での宿泊数は何泊ですか。 41- 44-

______ 全体の宿泊数　　______ 国立公園内での宿泊数

-c) 交通費が一括前払いに入っている場合、その交通機関に最初に乗られた地（出発地）を下に書いて下さい。 47- 48- 49-

______ （最寄りの）町／市　　______ 県／州　　______ 国

14. 宿泊費を個別に（一括セットの一部としてでなく）前払いされた方は次の質問第14に答えて下さい。そうでない方は質問第15に進んで下さい。

この前払い金は合計何泊分ですか。その内何泊はこの国立公園内での宿泊にあたりますか。 50- 53-

______ 前払い合計宿泊数　　______ 国立公園での宿泊数

56-58/

15-a) 次の費用項目1つ1つについて、御一行の方全員で国立公園内で使われた合計金額を記入下さい。現金、クレジット・カード、銀行為小切手、小切手等により支払われた物全部を合計して下さい。ただし前の質問にある前払いの費用は含まないで下さい。

御一行全員が使った金額はいくらですか。項目別にカナダドルで金額を入れて下さい。カナダドルでの金額を御存知ない場合は金額とその通貨を右欄に入れて下さい。

	ない場合は印をして下さい	カナダドル金額	その他の通貨（金額及びその通貨名記入）	59- 60-
キャンプ・トレーラーパーク場以外での宿泊費	（　）	______	______	61-
キャンプ費	（　）	______	______	65-
公園内でのレストラン、ホテル、バーでの飲食代	（　）	______	______	69-
公園内の店で買った食料品、飲物	（　）	______	______	73-
公園内のガソリン・ステーションで買ったガソリン、オイル代及び車の部品、修理費	（　）	______	______	77- 5-1 6-4
シャトルバス（往復バス）、タクシーを含む公園内での交通費	（　）	______	______	13-
公園内で借りたレンタカー代金	（　）	______	______	17-
ツアー、切符代、器具借賃等を含む公園内での行楽、娯楽費	（　）	______	______	21-
公園内での会議、集会の参加費	（　）	______	______	25-
入園費，免許費	（　）	______	______	29-
おみやげ、器具、フィルム、雑貨等公園内での店での買物代金	（　）	______	______	33-
合計 約		______	______	37-56 57-

16-a) 今回のバンフ、ジャスパー国立公園への旅を決定された要因（たとえば何に特にひかれたか等）がありましたら下に書いて下さい。

________________________________ 61-

________________________________ 62-

________________________________ 63-

-b) 総体的にバンフ、ジャスパー国立公園への旅をあなたはどのように評価されますか。1つだけ選んで丸をつけて下さい。 64-

最高 1

大変良い 2

良い 3

ふつう 4

又は 悪い 5

-c) バンフ又はジャスパー国立公園の設備、サービス等について希望されるもの あるいは改善を期待するものがありますか。（希望するものを下に書いて下さい。）

________________________________ 65-

________________________________ 66-

________________________________ 67-

17. 当地が1988年の冬期オリンピック会場となったという事は あなたの今回の旅行決定にあたり どんな影響を与えたでしょうか。該当する答1つだけに丸をつけて下さい。

68-

私はオリンピック行事の準備手助い、報道又は参加の為に現地に滞在していたので国立公園へ行った。 1.

オリンピックについて色々見たり聞いたりした結果自分で国立公園に来てみたくなった。 2.

オリンピックの為 国立公園への旅の計画を建て直した。 3.

又は オリンピックは国立公園への旅とは何ら関係ない。 4.

18. あなたと今回御一行の方 全員の年令. 性別を書いて下さい。
あなたの年令. 性別から書き始めて下さい。

	年令	性別 男	性別 女	
あなたの:	______ 才	1	2	69-
	______ 才	1	2	71-
	______ 才	1	2	73-
	______ 才	1	2	75-
	______ 才	1	2	77- 6-5
	______ 才	1	2	13-
	______ 才	1	2	15-
	______ 才	1	2	17-

19/21

19. あなたの職業は何ですか. 会社名でなく職種及び会社の業種を書いて下さい。
（引退されている方は かっこに印をつけて下さい。）

______________________ ______________________ 22-
（職種） （会社の業種）

( ) 引退している

20. あなたの名前及び郵便番号を含む完全な住所を下に書いて下さい。

回答者の名前：______________________
住所 ______________________
市/町：______________ 県/州：______________
国：______________________
郵便番号：______________________ 23-
電話番号：______________________
局番 番号

調査に協力いただきまして大変ありがとうございました。質問用紙をお預けしますので回答終りましたら当方宛郵便で送って下さい。
住所、切手付の返送用封筒を添付していますのでお使い下さい。皆様からの回答によって公園のサービス、設備改善に役立てたいと思っています。

出来ましたらカナダを発たれる前に回答を終え郵送下さい。

御協力感謝のしるしとして アルバータのおみやげ品を ここに贈呈いたします。

RECORD:	Refused before screening	31-1
	Qualified but refused	2

13-

Location:____________________________ 14-

Date: ____________________________ 15-
Day Month

Start: _________________ A.M. P.M.

Finish:_________________ A.M. P.M.

Interviewer:____

CHARTERED MOTORCOACH QUESTIONNAIRES

国立公園訪問者調査

ツアー・ガイドの皆様へ：

市場調査会社であるラストン／トウメニ・アンド・アソシエイト社はカナダ連邦政府、アルバータ，ブリティッシュ・コロンビア各州政府からの依頼により現在調査を行っています。本調査から得た情報は国立公園の将来への計画を建てる為又世界各国よりの訪問者を引きつけるような設備を整える為の手助けとなるものです。

本調査の一環として貸切りバスのツアーによる訪問者よりの情報を得たいと考えています。貸切りバスのツアーによる訪問者よりの情報はとりわけ貴重なもので、バスの乗客の意見を是非お聞きしたいと願っています。その目的の為公園を出発するバスに乗り込まれる乗客一部にその当日自己回答の質問用紙を出渡しております。あなたのツアーの乗客もラストン／トウメニ社の調査員より乗車の際、用紙を手渡され質問に回答の上返送方依頼されているかもしれません。返送用の郵便代支払済の封筒が添付されています。係員が用紙を配付する際にはツアーグループの乗車をさまたげたり、バスの出発を遅らせるような事はありません。

本件につき皆様よりの御協力たいへん感謝致します。出来ましたら乗客が質問書を受けとった同日中に回答を終え返送するよう勧めていただけましたら幸いです。

御協力前もって感謝致します。

敬具

社長
デニス・トウメニ

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

訪問者の皆様へ：

市場調査会社である ラストン／トウメニ・アンド・アソシエイト社 は カナダ連邦政府・アルバータ・ブリティッシュ・コロンビア各州政府よりの依頼により バンフ・ジャスパー・ヨーホー・クーテネイの 4つの国立公園に関しての調査を行っています。本調査から得た情報は 国立公園の将来への計画をたてるのに役立つものです。

つきましては 少々の時間をさいて 2部にわたる質問書に回答の上 添付の返送用郵便代支払済の封筒を使って 返送下さるよう お願い致します。

あなたの御一行の内 1人の方だけが回答して下さい。（御一行とは あなたといっしょに旅行されている御一行で バスの乗客全員をさしているわけではありません。）
貸切りバス質問書（黄い紙）の質問第1と第2を先ず読んで あなたの御一行の内 どなたが質問書に回答すべきかを決めて下さい。

質問の一部は国立公園内での経費についてですので 回答は バスが公園内最後の停車を終えた後に行って下さい。

回答終りましたら本日中に郵送下さい。— ホテルに到着の際 あるいは本日飛行機で発たれる方は 飛行場より郵送下さい。郵便代支払済ですので カナダ・アメリカ内よりの郵送には 切手は必要ありません。

最後に 皆様が国立公園への旅を大いに楽しんで下さった事といのりますと共に 御協力感謝致します。

敬具

社長
デニス・トウメニ

ラストン/トワメニ・アンド・アソシエイト社

5-4
6-1
7-4

貸切りバス質問書

皆様今日は。私は市場調査会社である ラストン/トワメニ社から参りました。当社では只今カナダ政府、アルバータ、ブリティッシュ・コロンビア各州より依頼を受け、バンフ、ジャスパー、ヨーホー、クーテネイの４つの国立公園に関する調査を行っています。つきましては２～３分ばかり時間をさいてもらって質問に回答下さりますよう お願い致します。 19/

1. あなたと旅を共にされている人の内、何人は16才又はそれ以上、何人は16才未満ですか。バスに乗っている人全員でなく あなたの一行の方々だけを数えて下さい。（下に答を入れる）

16才及びそれ以上 ＿＿＿＿＿＿ 人数 20- 21-

16才未満 ＿＿＿＿＿＿ 人数 22- 23-

2. あなたの車に乗っている16才及びそれ以上の方の内 誕生日が一番近いのはどなたでしょうか。（該当者の呼び名を下に書いて下さい。）

呼び名： ＿＿＿＿＿＿＿＿

次からの質問には上記質問2の該当者が回答して下さい。

次からの質問の回答は殆んど選択式となっています。該当する答の横の番号に丸をつけて下さい。例えば： 私の好きな色は－

赤 1
緑 2
青 [✓ 3]
黄 4

24/45

3. あなたのお住まいはどちらですか。（市.州/県.国名を記入）

________	________	________	46- 47-
町/市	県/州	国	48-

4. 今回の旅行で家から一番の遠距離地はどこですか。

________	________	________	49- 50-
町/市	県/州	国	51-

5. この国立公園への旅が今回の旅行の主目的ですか。

はい	1	52-
いいえ	2	53/

6. 地図を参照して今回の旅行で次の4つの国立公園内に入られたかどうかお答え下さい。（1つの公園につき1つずつ丸をして下さい。）

	全然入らなかった	入った	
バンフ国立公園	1	2	54-
ジャスパー国立公園	1	2	55-
ヨーホー国立公園	1	2	56-
クーテネイ国立公園	1	2	57-

58/SC

6-2

7. 今回の旅行全体では お宅を離れての宿泊数は何泊ですか。

13/

泊数（総泊数） ______________ 泊 14- 15- 16-

8. その内この国立公園内にご宿泊される数は何泊でしょうか。

国立公園内での宿泊数 ______________ 泊 17- 18- 19-

9. 次に国立公園内での宿泊先についてお尋ねします。国立公園内での宿泊先それぞれについて、その場所、種類、泊数を書いて下さい。

凡例 － 宿泊先の種類

1) ホテル、モーテル、旅館、ロッジ
2) 貸別荘、キャビン
3) 朝食付民宿
4) ユース・ホステル
5) キャンプ・トレーラーパーク
6) 奥地内キャンプ
7) 友人・親戚宅、自分の別荘

	宿泊地順	宿泊先の名前又は宿泊場所名（地名を書いて下さい）	宿泊先の種類（上記凡例を参照して該当番号に丸をして下さい）	宿泊数（各々について）（泊数記入）
20-	第一	______	1 2 3 4 5 6 7	______
26-	第二	______	1 2 3 4 5 6 7	______
32-	第三	______	1 2 3 4 5 6 7	______
38-	第四	______	1 2 3 4 5 6 7	______
44-	第五	______	1 2 3 4 5 6 7	______
50-	第六	______	1 2 3 4 5 6 7	______
56-	第七	______	1 2 3 4 5 6 7	______
62-	第八	______	1 2 3 4 5 6 7	______

68/69

もしあなたがいっしょに旅行されている仲間の旅行費用についてあまりよくわからない場合は、次からの質問10－13には一番よく知っている方に聞いて回答して下さい。

10. 今回の国立公園への旅の費用の内、公園内に入られる前に前払いされたものがありますか。

はい 1 70-

いいえ 2 Q.14に飛んで下さい。

71/80

5-4
6-3

11-a) 国立公園入園の前に支払われた項目を示して下さい。
（-a欄の該当番号に丸をつけて下さい。）

-b) 上記前払いされたものにつき、それは一括セット（例えば2つ以上の項目につきまとめて支払う）として払ったものか、又は個別に前払いしたものですか。（-b欄の該当番号に丸をつけて下さい。）

-c) 個別に前払いされた費用項目につき（一括セットでなく）それぞれの金額を記入して下さい。この際金額及び支払通貨を記入下さい。
（例．フラン、ドイツマルク、円、米ドル、カナダドル等）

	-a) 前払いした費用項目	-b) 一括セット	-b) 個別	-c) 個別で前払いした費用についてのみ 金額	-c) 通貨	10- 11- 12-
宿泊施設	1	1	1	＿＿＿	＿＿＿	13-
食事と飲物	2	2	2	＿＿＿	＿＿＿	17-
娯楽、行楽、観光ツアー リフトの利用代	3	3	3	＿＿＿	＿＿＿	21-
公園内で借りたレンタカー料金	4	4	4	＿＿＿	＿＿＿	25-
公園外で借りたレンタカー料金	5	5	5	＿＿＿	＿＿＿	29-
交通費	6	6	6	＿＿＿	＿＿＿	33-
上記該当なし	9　Q.14に進んで下さい。					

一括セットの一部として費用を前払いされた方は次の質問12に回答して下さい。そうでない場合質問13に進んで下さい。

12-a) あなたと同行されている人全員の一括セット前払い金額の合計はいくらですか。金額及び通貨を記入下さい。

＿＿＿＿＿＿＿＿　　＿＿＿＿＿＿＿＿ 37-
金額　　　　　　　通貨

-b) 上記前払いの内旅行全体の宿泊数は何泊ですか。又国立公園内での宿泊数は何泊ですか。 41-

＿＿＿＿＿＿＿＿　　＿＿＿＿＿＿＿＿ 44-
全体の宿泊数　　　国立公園内での宿泊数

-c) 交通費が一括前払いに入っている場合、その交通機関に最初に乗られた地（出発地）を下に書いて下さい。 47- 48- 49-

＿＿＿＿＿＿＿＿　＿＿＿＿＿＿＿＿　＿＿＿＿＿＿＿＿
（最寄りの）町／市　県／州　国

13. 宿泊費を個別に（一括セットの一部としてでなく）前払いされた方は次の質問13に答えて下さい。そうでない方は質問14に進んで下さい。

この前払い金は合計何泊分ですか。その内何泊がこの国立公園内での宿泊にあたりますか 50-

＿＿＿＿＿＿＿＿　　＿＿＿＿＿＿＿＿ 53-
前払い合計宿泊数　　国立公園内での宿泊数

56-58/

14. 次の費用項目１つ１つにつき、同行の方全員で国立公園内で使われた合計金額を記入下さい。現金、クレジット・カード、旅行者小切手、小切手等により支払われた物全部を合計して下さい。ただし前の質問にある前払いの費用は含まないで下さい。

同行者全員が使った金額はいくらですか。項目別にカナダドルで金額を入れて下さい。カナダドルでの金額を御存知ない場合は金額とその通貨を空欄に入れて下さい。

	ない場合は印をして下さい	カナダドル金額	その他の通貨（金額及びその通貨名記入）	59- 60-
キャンプ・トレーラーパーク場以外での宿泊費	(　)	______	______	61-
キャンプ費	(　)	______	______	65-
公園内でのレストラン、ホテル、バーでの飲食代	(　)	______	______	69-
公園内の店で買った食料品、飲物.	(　)	______	______	73-
公園内のガソリンスタンドで買ったガソリン、オイル代及び車の部品、修理費.	(　)	______	______	77- 5-4 6-4
シャトルバス（循環バス）、タクシーを含む公園内での交通費	(　)	______	______	13-
公園内で借りたレンタカー代金	(　)	______	______	17-
ツアー、案内、器具借賃料を含む公園内での娯楽催物費	(　)	______	______	21-
公園内での会議、集会の参加費	(　)	______	______	25-
入園費，免許費	(　)	______	______	29-
おみやげ、器具、フィルム、装飾品 公園内での店での買物代金.	(　)	______	______	33-
合計 約		______	______	37-56 57-

15-a) 今回のバンフ、ジャスパー国立公園への旅を決定された理由（たとえば何に特にひかれたか等）を1から3下に書いて下さい。

______________________________ 61-

______________________________ 62-

______________________________ 63-

-b) 総体的にバンフ、ジャスパー国立公園への旅をあなたはどのように評価されますか。1つだけ選んで丸をつけて下さい。 64-

	最高	1
	大変良い	2
	良い	3
	ふつう	4
又は	悪い	5

-c) バンフ又はジャスパー国立公園の設備、サービス等について希望されるもの あるいは改善を期待するものがありますか。（希望するものを下に書いて下さい。）

______________________________ 65-

______________________________ 66-

______________________________ 67-

16. 当地が1988年の冬期オリンピック会場となっている事は あなたの今回の旅行決定にあたり どんな影響を与えたでしょうか。該当する答1つだけに丸をつけて下さい。

私はオリンピック行事の準備手助け、観覧又は参加の為に現地に滞在していたので国立公園へ行った。 1. 68-

オリンピックについて色々見たり聞いたりした結果自分で国立公園に来てみたくなった。 2.

オリンピックの為国立公園への旅の計画を遅らした。 3.

又は オリンピックは国立公園への旅とは何も関係ない。 4.

17. あなたと含め同行の方全員の年令、性別を書いて下さい。
あなたの年令、性別から書き始めて下さい。

	年令	性別		
		男	女	
あなたの:	______ 才	1	2	69 -
	______ 才	1	2	71 -
	______ 才	1	2	73 -
	______ 才	1	2	75 -
	______ 才	1	2	77 - 6-5
	______ 才	1	2	13-
	______ 才	1	2	15-
	______ 才	1	2	17-

19/21

18. あなたの職業は何ですか。会社名でなく職種及び会社の業種を書いて下さい。
（引退されている方は、ここに印をつけて下さい。）

______________________ （職種）　______________________ （会社の業種）　22-

（　）　引退している

19. あなたの名前及び郵便番号を含む完全な住所を下に書いて下さい。

回答者の名前：______________________
住所　______________________
市/町：____________ 県/州：____________
国：______________________
郵便番号：______________________　23-
電話番号：____________ ____________
局番　番号

この質問書に回答いただきまことにありがとうございました。では次にあなたが公園内でなされた事及び公園、その施設についてあなたの御意見に関する第2の質問書に回答して下さい。質問書両方とも終りましたら添付の封筒に入れて下さい。

回答用紙は本日中に郵送下さい ・・・ ホテル到着の際あるいは帰り旅行途上に寄れる方は飛行場より郵送下さい。郵便代支払済ですので、カナダ、アメリカ内よりの郵送には切手は必要ありません。

ATTITUDINAL MAILBACK QUESTIONNAIRE

Distributed To All Parks Visitors
In All Modes For Self-Completion

回答者の皆様へ：

国立公園訪問者調査に御協力いただき感謝いたします。この調査に率先でもって回答いただく事により皆様の国立公園訪問に関してのより正確かつ総合的な情報を得る事が出来る。それにより国立公園をますます良くしてゆく手助けとなりましょう。

皆様から回答をいただく事は非常に大切です。同封の切手つき封筒を使って回答送付いただくよう御協力お願い致します。

敬具

デニス トウメニー
社長

国立

公園

訪問者

調査

Ruston/Tomany & Associates Ltd.

ラストン/トウメニ・アンド・アソシエイト社

5-5

この調査用紙への回答は、いっしょに旅行されている御一行の内、公園内で調査係員の質問に答えた方がして下さい。 6-1

・その方の名前は＿＿＿＿＿＿＿＿＿＿＿＿＿＿です。 7-4

始める前の2、3の注意

質問のほとんどは多項式選択で 答の横に それぞれ番号がついていますから 該当する答の横の番号に マルをつけて下さい。

例：

私の好きな色は・・・

青	1
緑	②
赤	3
黄	4

該当する答えが1つ以上ある場合、該当するもの全てに丸をつけて下さい。

番号で答えるのでなく回答欄がかっこになっている質問も2つ3つありますが それには お答えを かっこ内に書いて下さい。

ヨーホ・クーテネイ国立公園だけを訪問された方は10ページの質問オ10に飛んで下さい。　それ以外の方は次の質問全てにお答え下さい。

1. 今回のバンフ・ジャスパー国立公園旅行の際、なされた事全てにマルをつけて下さい。
ヨーホ・クーテネイ国立公園だけでされた事は含まないで下さい。
（地図を参照に該当するもの全てにマルをつけて下さい。）

車で観光	01
バスで観光	02
野生の動・植物観賞	03
小鳥見守り（バードウォッチ）	04
ピクニック	05
写真	06
山登り	07
氷河登り	08
ジョッギング／かけ足	09
グループ又は一人でハイク	10
自然探険家とのハイク	11
公園解説・教育プログラム参加	12
バンフ・センターでのコース参加	13
科学研究	14
魚つり	15
水泳	16
スクバ・ダイビング・スノーケル	17
観光船ツアー	18
その他の船のり・カヌー・カヤック・ヨット	19
川でのゴムいかだ乗り	20
セールボート／ウインド・サーフィング	21
乗馬／野道馬のり	22
馬車のり	23
サイクリング	24
ゴルフ	25
テニス	26
買物	27
映画観賞	28
バンフ文化祭・出席	29
その他劇・コンサート・文化展覧会出席	30
博物館・歴史物展示・現場訪問	31
スポーツ行事	32
その他祭事・催し。	33
スキー	34
クロス・カントリ・スキー	35
スケート	36
スノーシュー	37
馬引きそり乗り	38
犬ぞり	39
コロンビア氷河スノー・コーチ	40
休息・安静	41
ビジター・インフォメーション・センター	42
その他の行事 （下に記入下さい）	

____

____

又は下記

上記行事・プログラムには何も参加しなかった。　49

2. あなたはバンフ.ジャスパー国立公園の次の場所の内どこに今回行かれましたか.

国立公園 有名地

市内

バンフ	01
ジャスパー	02
レーク.ルイーズ	03

バンフの湖

ボウ.レーク	04
ヘクター.レーク	05
レーク.ルイーズ	06
レーク.ミネワンカ	07
モレーン.レーク	08
ペイト.レーク	09
バーミリオン.レークス	10
バンフのその他の湖	11
バンフの湖で名前を知らない	12

ジャスパーの湖

レーク.イーデス.アネット又はラック.ボーベア	13
マリーン.レーク	14
メディスン.レーク("消失湖")	15
パトリシア.ピラミッド.レーク	16
ジャスパー又はタルボット.レーク	17
ジャスパーのその他の湖	18
ジャスパーの湖で名前は知らない	19

バンフの滝と泉

ボウ.フォールズ	20
アッパー.ホット.スプリング.プール	21
ケーブ.ベーズン温泉とセンテニアル.センター	22
バンフのその他の滝と泉	23
バンフの滝や泉で名前を知らない	24

ジャスパーの滝と泉

アサバスカの滝	25
ミエッテ温泉	26
パンチ.ボールの滝	27
サンワプタの滝	28
ジャスパーのその他の滝と泉	29
ジャスパーの滝や泉で名前を知らない	30

ジャスパーとバンフの氷河.氷原

アサバスカ氷河	31
コロンビア氷原	32
スタットフィールド氷河	33
クロウフット氷河	34
ドーム氷河	35
ジャスパー.バンフのその他の氷河氷原	36

バンフでの他の自然観景地

カスケード庭園（バンフ国立公園ビル） 37
キャッスル・マウンテン 38
フードゥーズ（ロック像に） 39
ジョンストン・キャニオン 40
サスカチュワン川渡し 41
スコキ・バリー 42
エジプト湖近辺 43

ジャスパーでの他の自然観景地

ゴート見はらし 44
マライン・キャニオン旅行 45
マウント・イーディス・カベル 46
バリ・オブ・ザ・ファイブ・レークス 47
トンキン・バリー 48
スカイライン・トレイル 49

バンフでの博物館・センター

バンフ・センター・オブ・ファイン・アーツ 50
バンフ国立公園博物館（野生物展示） 51
ラクストン博物館（インディアン文化） 52
自然歴史博物館（地質学） 53
ウォルター・J・フィリップス美術館 54
ワイテ・カナダ・ロッキー博物館（美術展示） 55
バンフの博物館センターで名前と知らない 56

ジャスパーでの博物館・センター

コロンビア・アイスフィールド・センター 57
デン・ワイルド・ライフ博物館 58

バンフ・ジャスパーの歴史的場所

バンクヘッド炭鉱ゴーストタウン（バンフ） 59
シルバー・シティ・ブラーク（バンフ） 60
バンフ・スプリング・ホテル 61
オールド・フォート・ポイント・ケルン（ジャスパー） 62
バンフのバッファロー・パドック 63

バンフでのゴンドラ・リフト

レーク・ルイーズ・ゴンドラ・リフト 64
マウント・ノークエイ・シーニック・リフト 65
サルファー・マウンテン・ゴンドラ・リフト 66
サンシャイン・ビレッジゴンドラ 67

ジャスパーでのゴンドラ・リフト

ジャスパー・トラムウェイ（軌道車） 68
ウィスラー山で

バンフのスキー場

レーク・ルイーズ 69
マウント・ノークエイ 70
サンシャイン・ビレッジ 71

ジャスパーのスキー場

マーモット・ベーズン 72

3-a) バンフ. ジャスパー国立公園内では、公園内を始発とする観光バスに乗られましたか。(1つだけ選んでマルをして下さい。)

いいえ	1
はい	2

はいと答えた場合

-b) そのツアーは国立公園内での泊りがけでしたか、又は日帰りツアーでしたか。(1つだけ選んで下さい)

泊りがけ	1
日帰り	2

4-a) バンフ. ジャスパー国立公園内で特に気に入られた事は何ですか。(説明して下さい。)

-b) バンフ. ジャスパー国立公園で特に気にめさなかった事がありましたか。(説明して下さい。)

バンフ国立公園に行かれた方だけ質問＃5にお答え下さい。

5-a) バンフ国立公園での次の点についてのあなたの満足度に1から7までの点数をつけマルをして下さい。1は大変不満、7は大変満足した、言いかえれば満足度が高い程数字が高くなり、低い程数字が低くなるわけです。
各項に1つづつマルをつけて下さい。

	大変不満		満足でも不満でもない			大変満足		意見なし
1. 適当な宿泊設備があるか	1	2	3	4	5	6	7	9
2. レストラン、食事、飲物サービスの選択	1	2	3	4	5	6	7	9
3. 夜の娯楽施設、劇場、催し	1	2	3	4	5	6	7	9
4. お手洗の設備（公衆）	1	2	3	4	5	6	7	9
5. 食事、飲物の質	1	2	3	4	5	6	7	9
6. ホテルは清潔かつ落ち着けるか	1	2	3	4	5	6	7	9
7. 買物をする場所	1	2	3	4	5	6	7	9
8. キャンプ場の質	1	2	3	4	5	6	7	9
9. サービスの質	1	2	3	4	5	6	7	9
10. 野生保護及び自然管理	1	2	3	4	5	6	7	9
11. 公園内で働く人々の親切心、友好性	1	2	3	4	5	6	7	9
12. 全般的な費用	1	2	3	4	5	6	7	9

-b) あなたの意見では、バンフ国立公園は他の公園に比べどんな点が異っていますか。
御意見がありましたら下記に書いて下さい。

____

____

____

ジャスパー国立公園に行かれた方だけ質問第6にお答え下さい。

6-a) ジャスパー国立公園での次の点についてのあなたの満足度に1から7までの点数をつけてマルをして下さい。1は大変不満、7は大変満足しています。言いかえれば満足度が高い程数字が高くなり低い程数字も低くなるわけです。
各項に1つづつマルをつけて下さい。

	大変不満		満足でも不満でもない			大変満足		意見なし
1. 適当な宿泊施設があるか	1	2	3	4	5	6	7	9
2. レストラン、食事飲物サービスの選択	1	2	3	4	5	6	7	9
3. 夜の娯楽施設、劇場、催し	1	2	3	4	5	6	7	9
4. お手洗の設備（公衆）	1	2	3	4	5	6	7	9
5. 食物、飲物の質	1	2	3	4	5	6	7	9
6. ホテルは清潔かつ住み易いか	1	2	3	4	5	6	7	9
7. 買物をする場所	1	2	3	4	5	6	7	9
8. キャンプ場の質	1	2	3	4	5	6	7	9
9. サービスの質	1	2	3	4	5	6	7	9
10. 野生保護及び自然管理	1	2	3	4	5	6	7	9
11. 公園内で働く人々の親切心、能率性	1	2	3	4	5	6	7	9
12. 全体的な費用	1	2	3	4	5	6	7	9

b) あなたの意見ではジャスパー国立公園は他の公園と比べどんな点が良いと思いますか。
御意見がありましたら下記に書いて下さい。

7. 今回の旅行を除いて あなたが最後にバンフ又はジャスパー国立公園に来られたのはいつですか. その年を下に書くか又は印をつけて下さい.

______________________ 年

( ) 今回が始めて.

8. バンフ/ジャスパー国立公園への旅行計画にはどのような資料を使われましたか. (下記に該当するもの全てにマルをして下さい.)

私は出発前に旅行資料. パンフレットを下記から受け取りました.

トラベル. アルバータ	01
ツアリズム. カナダ	02
パークス. カナダ	03
ブリティッシュ. コロンビア	04
カナダ国外にあるカナダ政府機関 (例: 大使館. 領事館. 貿易. 旅行協会)	05
私は旅行中にインフォメーションセンターから資料をもらった.	06
私は旅の展示会で資料をもらった.	07
私は旅行社へ行き……	
資料をもらった.	08
その他の情報を得た.	09
テレビの広告を見た.	10
その他の広告を見た.	11
旅行関係の記事を見た.	12
旅行の映画を見た.	13
旅行の本を読んだ.	14
友人・親戚の人から話を聞いた.	15
自分の過去の経験から.	16
どこからも情報を得なかった.	17

9. バンフ・ジャスパー国立公園への旅行については最終的決定はいつ頃されましたか。
該当月にマルをつけ右のスペースにその年を書いて下さい。

月

1月	01	7月	07
2月	02	8月	08
3月	03	9月	09
4月	04	10月	10
5月	05	11月	11
6月	06	12月	12

年

____

（記入）

5-5
6-2
13-

以下各項の質問には全員の方が回答下さい。
質問第10の回答には添付の地図を参照して下さい。

10-a) 国立公園には最初どこを入口として入って来られましたか。

位置 1	（ハイウエイ 16 － イースト・ゲート 東口）	1
位置 2	（ハイウエイ 16 － ウエスト・ゲート 西口）	2
位置 3	（ハイウエイ 11 － イースト・ゲート 東口）	3
位置 4	（ハイウエイ 1 － ウエスト・ゲート 西口）	4
位置 5	（ハイウエイ 93 － ウエスト・ゲート 西口）	5
位置 6	（ハイウエイ 1 － イースト・ゲート 東口）	6

-b) 最初に入って来られた日はいつですか。

________ 月　________ 日

-c) 最初に入って来られたのは何時頃でしたか。

朝 6 時から 昼 12 時	1
昼 12 時から 6 時	2
夜 6 時から 12 時	3
夜 12 時から 朝 6 時	4

カナダ国外に住まわれる方は次の質問 11. に回答下さい。

11. 今回の旅行ではどの市・町・国境点を通ってカナダへ入って来られましたか。

________ 市／町／国境点名　________ 州

12. 国立公園滞在を含むあなたの旅行全体を通じ今回の旅行は次のうちどのタイプの旅行に入りますか。1つだけ選んで下さい。

野外のバケーション：	キャンプ、魚つり、ハイキング、いかだ乗り等を中心とする自然中心のバケーション	1
行楽地バケーション：	ビーチ、スキー場、ゴルフ、テニスや広い施設が近い範囲にある行楽地でのバケーション。	2
家の近くのレジャー地：	家の近くでビーチ、湖、海岸、公園等があり日帰りできる場所	3
バケーション旅行 ：	車、バス、汽車を使って風景、文化的名所、その他の面白いものを見てまわる旅行。	4
都市への旅 ：	都市で買物、博物館、催し、食事、劇、コンサートを楽しんだり又は市街を見てまわる旅	5
友人、親戚訪問の旅：	友人、親戚訪問を主とする旅。	6
仕事、会議の為の旅：	例えば会議、学会、集会等。	7

13. あなたの国立公園旅行のグループを構成するのはどういう人々でしょうか。

夫婦	1
家族、親戚	2
友人	3
仕事関係	4
学校グループ	5
クラブ／協会／集会グループ	6
老人グループ	7
自分一人	8

その他（明記して下さい）＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿

14. 国立公園への旅行には 次の道具.器具のうち何を持って行かれましたか: 持って行かれたもの全てにマルをつけて下さい。(下記の物は何も持って行かれなかった方はここに（　　）印をつけて次の質問に飛んで下さい。)

テント	01	魚つり道具	13
リュック.サック道具	02	スノーケル/スキューバ.ダイビング	14
山登りの道具	03	ゴルフのクラブ	15
ハイク用ブーツ	04	動付ゴルフ.カート	16
野山用案内書	05	セール.ボード	17
カメラ	06	自転車	18
映写カメラ(8ミリ)	07	モーターサイクル	19
ビデオカメラ	08	ボート	20
双眼鏡.望遠鏡	09	カヌー/カヤック	21
スキー	10	特殊車（ATV）	22
クロス.カントリ.スキー	11	スノーモービル	23
スノー.シューズ	12	その他の器具 (名前を書いて下さい): ________ ________	24

15-a) 今回の旅行に同伴されたかどうかは別にして次にあなたの御家族について お答え下さい。
あなたを含め御家族は合計何名でしょうか。（人数）

____

-b) 何名は6才以下で何名は6才から18才（18才を含む）でしょうか。（人数）

6才以下の人数 ________
6才以上18才と18才以下の人数 ________

-c) 家族の家計の柱となる方の年令は45才以下ですか。又は45才及びそれ以上ですか。（1つだけ選んで下さい）

45才以下	1
45才及び45才以上	2

16-a) 最後に情報分類の為 あなたの 1986年度の税込み・差引前の個人年間所得とその通貨名を記入下さい。

1986年度の個人所得 ____________________
通貨名 ____________________

-b) 又 税込み・差引前のあなたの家族総収入も記入下さい。通貨名も記入下さい。

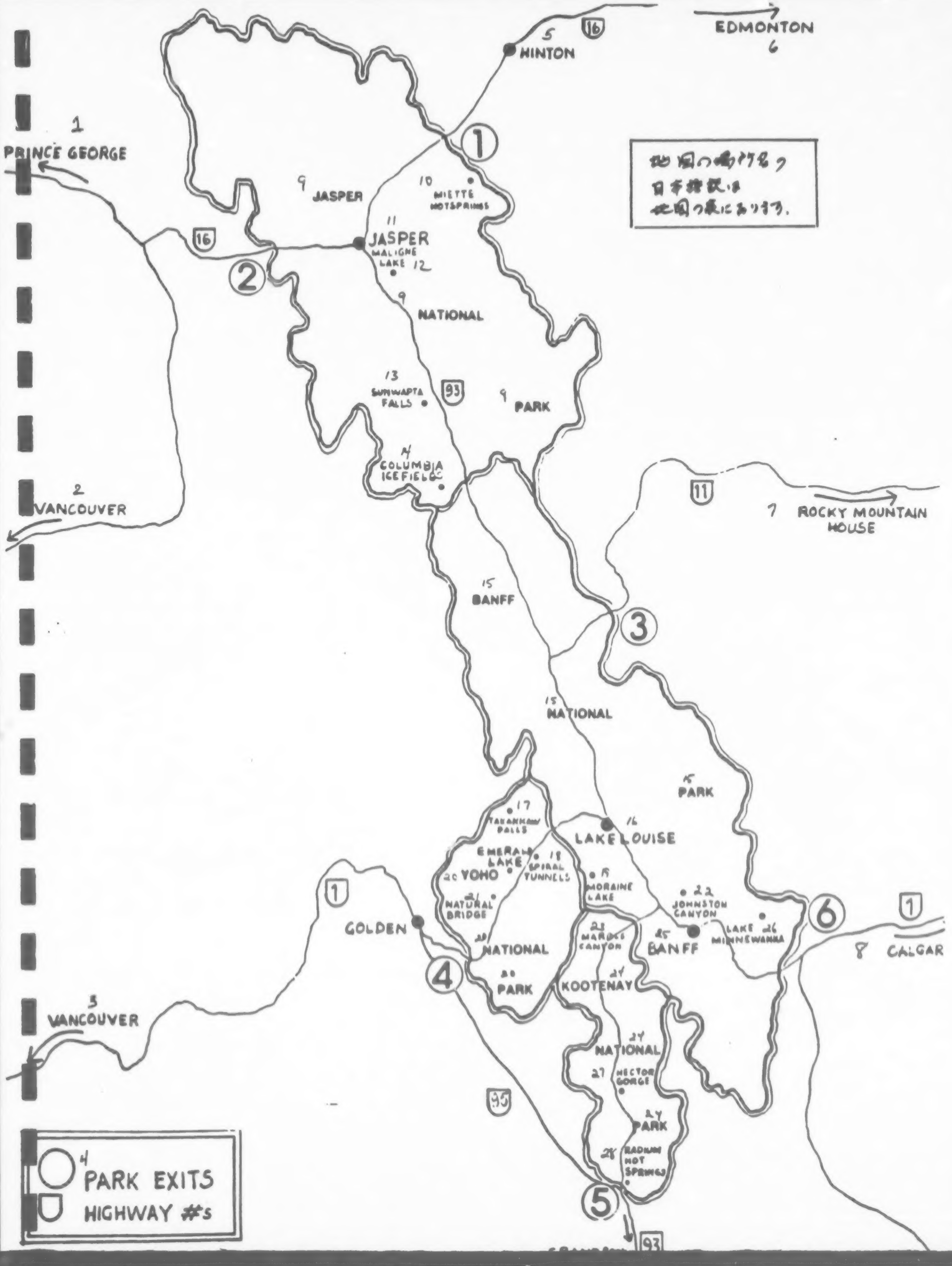
1986年度の家族総収入 ____________________
通貨名 ____________________

国立公園旅行をされた時の御意見、コメント良かれ悪しかれありましたら書いて下さい。

御協力大変ありがとうございました。回答全て終りましたら、同封の封筒に入れ、ラストン/トウメニ社まで御返送下さい。
郵便代は支払い済ですので、カナダ、アメリカ国内より郵便を出す際には切手はいりません。

Ruston/Tomany & Associates
111 Elizabeth Street, 4th Floor,
Toronto, Ontario, M5G 1P7 (Canada)

(416) 977-1533


EDMONTON 6
HINTON 5
16
1
PRINCE GEORGE 1
9 JASPER
10 MIETTE HOTSPRINGS
11 JASPER
MALIGNE LAKE 12
16
2
9 NATIONAL
13 SUNWAPTA FALLS
93
9 PARK
14 COLUMBIA ICEFIELDS
2 VANCOUVER
11
7 ROCKY MOUNTAIN HOUSE
15 BANFF
3
15 NATIONAL
15 PARK
17 TAKAKKAW FALLS
16 LAKE LOUISE
EMERALD LAKE
18 SPIRAL TUNNELS
20 YOHO
19 MORAINE LAKE
21 NATURAL BRIDGE
22 JOHNSTON CANYON
1
GOLDEN
20 NATIONAL
23 MARBLE CANYON
25 BANFF
LAKE MINNEWANKA 26
6
1
8 CALGAR
4
20 PARK
24 KOOTENAY
3 VANCOUVER
24 NATIONAL
27 MECTOR GORGE
95
24 PARK
28 RADIUM HOT SPRINGS
5
93
PARK EXITS
HIGHWAY #s

地図の場所名の
日本語訳は
地図の裏にあります。

1. プリンス・ジョージへ
2. バンクーバーへ
3. バンクーバーへ
4. ○ 公園出口
   □ ハイウエイ #5
5. ヒントン
6. エドモントンへ
7. ロッキー・マウンテン・ハウスへ
8. カルガリーへ
9. ジャスパー国立公園
10. ミエッテ温泉
11 ジャスパー
12. マライン湖
13 サンワプタの滝
14. アサバスカ氷河
15. バンフ国立公園
16. レーク・ルイーズ
17 タカカウの滝
18. スパイラル・トンネル
19. モレーン湖
20 ヨーホー国立公園
21 ナチュラル・ブリッジ
22 ジョンストン・キャニオン
23 マーブル・キャニオン
24. クーテネイ・国立公園
25. バンフ
26 レーク・ミネワンカ湖
27. ヘクター・ゴージ
28 ラジウム温泉

調査回答者の皆様へ：

皆様には最近国立公園に関する調査に協力いただきました。貴重な時間をさいていただいて、公園内での調査に協力いただきました事大変感謝しています。その際に追加調査の用紙をお渡し、その回答を後日郵送にて当研究へ返送下さるようお願い致しましたが、今迄のところ当方に到着していません。もしや用紙を置き忘れられたのかとも思いまして、調査用紙を再度お送りしますので、回答の上同封の切手付返信用封筒を使って送付下さるようお願い致します。
もし既に回答を返送済みの場合は悪しからずこの手紙を処分下さい。

国立公園に関する皆様よりの情報は公園の将来への計画立てに多いに役立つ事と信じています。

御協力大変ありがとうございます。

敬具

社長
デニス　トゥメニィ

Volume

2

Burton/Tomany & Associates Ltd.

ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

VISITOR USE AND PROFILE SURVEY

Technical Appendix

Section B, Volume 2:
Winter Questionnaires And Recording Documents

Presented To: Travel Alberta

and

Canada/Alberta Tourism Agreement (CATA)

ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

VISITOR USE AND PROFILE SURVEY

Technical Appendix

Section B, Volume 2:
Winter Questionnaires And Recording Documents

Presented To: Travel Alberta

and

Canada/Alberta Tourism Agreement (CATA)

Presented By: Ruston/Tomany & Associates, Ltd.

February, 1989

TABLE OF CONTENTS

1. English Winter Questionnaires
2. French Winter Questionnaires
3. German Winter Questionnaires
4. Japanese Winter Questionnaires
5. Recording Documents

ENGLISH LANGUAGE QUESTIONNAIRES

WINTER

WINTER/SKIER

CHANGES

Roadside:

- Screener is now longer.
- Visitor questionnaire is now handed to respondent with mailback to be mailed back to us.
- A new question (Q.9) has been added to the screener, asking for estimate of total expenditure in Parks.
- Passthrough questionnaire is administered by interviewer.

Night Counts:

- We are now counting cars with visible skis on the outside (i.e., in ski-racks) separately from cars with no visible skis.
- Still counting Alberta and Non-Alberta separately.

Ski Hill Stints:

- We have added 12 extra interview stints at Ski Hills so we can interview skiers.
- Interviewing takes place in ski hill parking lots.
- Administration is identical to winter roadside method.
- New skier screener which asks what time they are going to leave Parks.
- A counter will be stationed at the exit from the parking lot and will count exiting vehicles, keeping separate counts of visible skis and no skis, as well as Alberta and Non-Alberta.

Skier Count Stints:

- We have added 16 extra count stints in the early evening to count exiting skiers.
- Ski count stints will be conducted in sets of three at Banff, Yoho and Radium. There will be single stints at Jasper east.
- Total of 8 sets (4 in Banff, 4 in Jasper).
- Separate counts of visible skis and no skis as well as Alberta and Non-Alberta.
- Staggered start times for sets of stints.
- Counts will be four hours long, starting when last interviewing stint ends (see schedule).

ROADSIDE QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151

WINTER/SKIER

Interviewing Instructions

ROADSIDE

The screener is now longer, but the main questionnaire will be given to visitors along with the mailback to be mailed back to head office.

The passthrough questionnaire will be administered by the interviewer.

Screener

Q.7-b)

If no time or money or sightseeing in any Park (Q.7-b), respondent is a passthrough. Skip to question 10-a), get name/address etc., and take a passthrough questionnaire from your pile. Administer this short questionnaire, thank respondent and staple questionnaire to the screener. These get sent back to head office by your supervisor.

If respondent spent any time or money in any Park, or went sightseeing, he is a visitor. In this case, continue on with the screener.

Q.9-a) -b)

A new question (Q.9) has been added. This question will yield us an approximation of the total amount spent in the Parks by everyone in the vehicle. Be sure respondent includes all expenses for everyone in the vehicle whether in cash, credit card or cheque. Also make sure you know what currency the respondent is using.

In Q.9-b), we want to know if they pre-paid any expenses (i.e., reserving and paying for a rental car or motel in the Parks before actually arriving.)

Now go to Q.10.

After screening is completed, thank respondent and hand him an envelope containing a visitor questionnaire, a mailback (short) questionnaire, a map and an explanatory letter. If respondent is going to mail it back from the States, give him an American envelope.

N.B.

Before handing over the envelope, you must record the number on the questionnaire in the envelope and write it on the top of page 1 of your screener. We must know the number of the package you hand respondents who are visitors. The screeners you collect will be given to your supervisor to mail back to head office.

Also, please write the stint number on each questionnaire before it is distributed, just as you do with charter questionnaire.

Passthrough

The passthrough questionnaire is very brief and contains material you are familiar with from the old Roadside questionnaires.

N.B.

Remember to staple this questionnaire to its screener when you are finished, and return both to your supervisor.

Ruston/Tomany & Associates Ltd. R/T 19151
5-6

Roadside Screener 6-1
WINTER 7-1
8/

Location:______________________ Start:________________ A.M. P.M. 13- 14-
Date:__________________________ Finish:_______________ A.M. P.M.
Day Month 15-
Interviewer:____ 18-

INTRODUCTION: Hello, my name is ___________________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 19-

1. RECORD NUMBER OF PEOPLE IN VEHICLE IN THE TWO AGE GROUPS. IF YOU CANNOT COMPLETE THIS BY OBSERVATION, ASK THE DRIVER TO TELL YOU HOW MANY PEOPLE IN THE VEHICLE ARE:

16 YEARS OR OVER __________ (WRITE IN) UNDER 16 YEARS __________ (WRITE IN) 20- 21- 22- 23-

(HAND CARD 1)

2-a) Does anyone in this vehicle, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in this vehicle. RECORD BELOW.

NONE	24-	1 SKIP TO Q.3
On a sales/service call/pick-up/delivery		2 TERMINATE AND SAVE SCREENER
Member of a work crew/employee in Parks		3
Commuting to or from work or school		4
Permanent/seasonal resident in Parks		5

-b) Is everyone in this vehicle a permanent/seasonal resident in the parks?

Yes 25- 1 TERMINATE AND SAVE SCREENER

No 2

-c) How many people in this vehicle who are 16 years of age or older are permanent/seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ ________________ (WRITE IN) 26- 27-

None 00

-d) And how many people in this vehicle who are under 16 years of age are permanent/seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 ________________ (WRITE IN) 28- 29-

None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN VEHICLE 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN VEHICLE 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your vehicle. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY:__________________
AND ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON.

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time	30-1
Plan to return	2 THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 31- 1 SAVE SCREENER

32\45

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY). 46- 47- 48-

________________ ________________ ________________
CITY OR TOWN PROVINCE OR STATE COUNTRY

(HAND CARD 2 AGAIN) 49/53

6. CIRCLE CODE 2 BESIDE THE PARK RESPONDENT IS EXITING FROM AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK:
Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

		NO	YES
Banff National Park	54-	1	2
Jasper National Park	55-	1	2
Yoho National Park	56-	1	2
Kootenay National Park	57-	1	2

7-a) FOR EACH PARK ENTERED IN Q. 6), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58-1	59-1	60-1	61-1
No	2	2	2	2

7-b) FOR EACH PARK ENTERED IN Q.6), ASK:

While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF NO TIME SPENT IN ANY PARK (NO CODE 1 CIRCLED) SKIP TO Q.10, RECORD NAME AND ADDRESS AND HAND OUT PASS-THROUGH QUESTIONNAIRE

66/80

8-a) In which of the parks, if any, did you spend any nights? Did you spend any nights in...(READ EACH PARK ENTERED. RECORD UNDER -a) BELOW)?

-b) Any how many nights in total did you spend in...(READ EACH PARK IN WHICH NIGHTS SPENT. WRITE IN UNDER -b) BELOW)

5-6
6-2

	-a) SPENT NIGHTS	NO NIGHTS SPENT	-b) NUMBER OF NIGHTS SPENT	
Banff National Park	1	2	____________	11-
Jasper National Park	1	2	____________	15-
Yoho National Park	1	2	____________	19-
Kootenay National Park	1	2	____________	23-
NO NIGHTS SPENT IN PARKS	1			

9-a) And now could you please give me your best estimate of the total amount spent within the National Parks by everyone in the vehicle? Please include all expenditures made by cash, cheque, traveller's cheque and credit card. (WRITE IN AMOUNT BELOW). And what currency is that? (WRITE IN CURRENCY BELOW).

TOTAL ESTIMATE ____________________ IN ____________________ 27-
AMOUNT CURRENCY

-b) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No	31-1
Yes	2

NOW RECORD NAME AND ADDRESS AND HAND OUT VISITOR QUESTIONNAIRE.

10-a) Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME: ____________________

ADDRESS: ____________________

CITY/TOWN: ____________ PROVINCE/STATE: ____________

POSTAL/ZIP CODE: ____________________

32-

-b) IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

____________ AREA CODE

____________ TELEPHONE NUMBER

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	38-1		
Light Truck/Pick-up	2	Tent Trailer	39-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		
Other (SPECIFY) ____________			

READ:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us. (HAND OUT PASS-THROUGH OR VISITOR QUESTIONNAIRE AND MAILBACK AS APPROPRIATE.)

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

WINTER
R/T 19151
5-6

6-5
7-1

Ruston/Tomany & Associates Ltd.

National Parks Visitor Survey
(Pass-Through, Interviewer Administered)

11/

1. How many nights, if any, will you be away from home on this entire trip?

Same day trip/no nights away	000	
Number of nights away from home	________________ (WRITE IN)	12-

2. (HAND CARD 2 AGAIN)

Please look at the map of the four parks again. Please indicate where you entered the National Parks for the first time on this trip away from home. CIRCLE ONE ANSWER BELOW, USING CODE NUMBERS FOR PARK GATES SHOWN ON MAP.

Code 1	(HWY 16 - EAST GATE)	1	15-
Code 2	(HWY 16 - WEST GATE)	2	
Code 3	(HWY 11 - EAST GATE)	3	
Code 4	(HWY 1 - WEST GATE)	4	
Code 5	(HWY 93 - WEST GATE)	5	
Code 6	(HWY 1 - EAST GATE)	6	
CAN'T REMEMBER		9	

3. (HAND CARD 4)

On what date did you first enter the National Parks on this trip? This calendar may help you recall. (RECORD DATE BELOW).

16-
17-

________________ DAY ________________ MONTH ________________ YEAR

18-
19-

4. And was that...(READ LIST)?

20-
21-

22-

	Between 6 a.m. and 12 noon	1
	From noon to six o'clock p.m.	2
	Between 6 p.m. and midnight	3
or	From midnight to 6 a.m.	4
	CAN'T REMEMBER	9

5. (HAND CARD 9)

Please tell me the age and sex of everyone in the vehicle, starting with yourself and continuing from oldest to youngest.

AGE		SEX		
		MALE	FEMALE	
__________ years	(RESPONDENT)	1	2	23-
__________ years		1	2	25-
__________ years		1	2	27-
__________ years		1	2	29-
__________ years		1	2	31-
__________ years		1	2	33-
__________ years		1	2	35-
__________ years		1	2	37-

6. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX AND ASK WHAT TYPE OF JOB AND COMPANY RESPONDENT HAS RETIRED FROM).

______________________________ IN ______________________________39-

(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

CHECK TO BE SURE YOU HAVE FILLED OUT NAME, ADDRESS, PHONE NUMBER AND VEHICLE TYPE ON PAGE 4 OF SCREENER. THEN SAY:

Thank you very much for completing this questionnaire. In appreciation for your cooperation we would like you to have this Alberta souvenir.

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

Dear Visitor:

Ruston/Tomany & Associates, a market research firm, is conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks - Banff, Jasper, Yoho and Kootenay. The information from this study will be used to help plan the future of the Parks.

Could you please take a few moments to complete the two attached questionnaires and return them to us in the postage-paid envelope provided.

It is important that only one member of your travel party completes the questionnaires. That person is the one who was selected to be interviewed when you were in the Parks.

Please mail the completed questionnaires today -- either when you arrive home or when you stop for the night. Postage is already paid so you do not have to put stamps on the envelope if it is mailed in Canada or the U.S.

Finally, I would like to thank you for your co-operation and hope that you had a very enjoyable visit to the Parks.

Yours sincerely,

Denis Tomany
President

DT/is

WINTER
R/T 19151
5-6
6-2
7-1

Ruston/Tomany & Associates Ltd.

National Parks Visitor Survey
(Visitor)

THIS QUESTIONNAIRE IS TO BE COMPLETED BY THE SAME PERSON IN THE TRAVEL PARTY WHO WAS SELECTED TO ANSWER THE INTERVIEWER'S QUESTIONS IN THE PARK. THAT PERSON IS ____ (NAME).

For most of the following questions, you will be provided with several choices with a number next to each one. Please just circle the number beside the answer you choose. For example: My favourite colour is...

Red [✓ 1]
Green 2
Blue 3
Yellow 4

1-a) What is the furthest place from home you have visited or will visit on this trip?

______________ ______________ ______________ 40- 41-
CITY OR TOWN PROVINCE OR STATE COUNTRY 42-

-b) Was the National Park System the main destination of your trip?

Yes 1 43-
No 2

2-a) Which one of the descriptions listed below best describes the main purpose of your entire trip? CIRCLE ONE ONLY UNDER Q.2-a) BELOW.

-b) Which one of the descriptions listed below best describes the main purpose of your trip to the National Parks? CIRCLE ONE ONLY UNDER Q.2-b) BELOW.

		-a) Main Purpose Of Entire Trip	-b) Main Purpose Of National Parks Portion Of Trip	
Business:	Attending a special meeting like a conference, convention, seminar or trade show	1	1	44- 45-
	Other Business	2	2	
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3	3	
	Errands: e.g. shopping, banking, doctor, etc.	4	4	
Pleasure:	Vacationing	5	5	
	Recreational day-use	6	6	
	Visiting vacation home	7	7	
Just passing through			8	
Other Purpose (SPECIFY)		__________	__________	

3. How many nights, if any, will you be away from home on this entire trip?

NUMBER OF NIGHTS (ENTIRE TRIP) ______________ IF NO NIGHTS AWAY PLEASE GO TO Q.6. 46- 47- 48-

WRITE IN

4. And how many nights in total, did you spend in the National Parks since leaving home on this trip?

NUMBER OF NIGHTS IN THE PARKS ______________ IF NO NIGHTS IN PARKS GO TO Q.6 49- 50- 51-

WRITE IN

IF YOU STAYED OVERNIGHT IN THE PARKS, PLEASE ANSWER Q.5.

5. We are interested in the overnight accommodations you used in the Parks. For each overnight stop you made at a different accommodation in the Parks, please write in the name and the location of the accommodation, the type of accommodation it was and the number of nights you stayed there.

Legend - TYPE OF ACCOMMODATION

1) Hotel/Motel/Resort/Lodge	5) Campsite/trailer park
2) Commercial cottage/cabin	6) Back country camping
3) Bed and breakfast	7) Friends/relatives/own vacation home
4) Youth Hostel	

OVER-NIGHT STOP	NAMES AND LOCATIONS OF ACCOMMODATION (WRITE IN BELOW)	TYPES OF ACCOMMODATION (REFER TO LEGEND TO CIRCLE THE APPROPRIATE NUMBER BELOW)	NUMBER OF NIGHTS STAYED THERE (WRITE IN NUMBER)
FIRST:	52-____________	1 2 3 4 5 6 7 8	____________
SECOND:	58-____________	1 2 3 4 5 6 7 8	____________
THIRD:	64-____________	1 2 3 4 5 6 7 8	____________
FOURTH:	70-____________	1 2 3 4 5 6 7 8	____________ 76/80 5-6 6-3
FIFTH:	11-____________	1 2 3 4 5 6 7 8	____________
SIXTH:	17-____________	1 2 3 4 5 6 7 8	____________
SEVENTH:	23-____________	1 2 3 4 5 6 7 8	____________
EIGHTH:	29-____________	1 2 3 4 5 6 7 8	____________

6. Were any of your expenses for this trip to the Parks paid for before you entered the National Parks?

No	1 PLEASE GO TO Q.10	35-
Yes	2	

IF YOU PRE-PAID ANY EXPENSES FOR THIS TRIP TO THE PARKS, PLEASE ANSWER Q.7.

7-a) Please indicate below the items which you prepaid before you entered the Parks. (CIRCLE APPROPRIATE NUMBER UNDER COLUMN a).

-b) For each item prepaid indicate whether it was part of a package (i.e. 2 or more items purchased together) or was prepaid separately. (CIRCLE APPROPRIATE NUMBERS UNDER COLUMN -b).

-c) For each item prepaid separately (not part of a package), please write in the total amount paid. WRITE IN THE AMOUNT AND THE CURRENCY (E.G. FRANC, DEUTSCHMARK, YEN, U.S. DOLLARS, CANADIAN DOLLARS, ETC.).

	-a)	-b)		-c) FOR ITEMS PAID SEPARATELY ONLY RECORD		36- 37- 38-
	ITEMS PREPAID	PACKAGE	SEPARATELY	AMOUNT	CURRENCY	
Accommodation	1	1	1	$______	________	39-
Food/beverages	2	2	2	$______	________	43-
Entertainment, activities, sightseeing tours, lift tickets (excluding season lift passes)	3	3	3	$______	________	47-
Auto rental picked up in the Parks	4	4	4	$______	________	51-
Auto rental picked up outside the Parks	5	5	5	$______	________	55-
Transportation	6	6	6	$______	________	59-
None of these	9 PLEASE GO TO Q.10					

IF YOU PREPAID ITEMS AS PART OF A PACKAGE PLEASE ANSWER QUESTION 8. OTHERWISE GO TO QUESTION 9.

8-a) What was the total amount paid for all people in your vehicle for the prepaid package? WRITE IN AMOUNT AND CURRENCY.

$______________________ AMOUNT ______________________ CURRENCY 63-

-b) How many nights in total were included in your prepaid package and how many of those nights were spent in the Parks? 67-

______________________ NIGHTS IN TOTAL ______________________ NIGHTS SPENT IN PARK 70-

-c) If transportation was included in your prepaid package, please write in where you first boarded this transportation. 73- 74-

__________________ (NEAREST) CITY/TOWN __________________ PROVINCE/STATE __________________ COUNTRY 75-

IF YOU PREPAID ACCOMMODATION SEPARATELY (NOT AS PART OF A PACKAGE), PLEASE ANSWER QUESTION 9. OTHERWISE GO TO QUESTION 10.

9. How many nights in total did this prepaid accommodation cover and how many of those nights were spent in the Parks? 76-

______________________ TOTAL NIGHTS PREPAID ______________________ NIGHTS IN PARK 79-

80/

5-6
6-4

10-a) For each expenditure category listed below, please indicate the total amount spent within the Parks by everyone in the vehicle during the entire visit in the Parks. Include all purchases made by cash, credit card, traveller's cheque and cheque. However, do not include any prepaid expenses listed in the previous questions.

How much was spent by everyone in the vehicle for...? RECORD AMOUNT IN CANADIAN DOLLARS FOR EACH CATEGORY LISTED BELOW. IF YOU DON'T KNOW AMOUNT IN CANADIAN CURRENCY, WRITE IN AMOUNT AND SPECIFY THE CURRENCY IN THE SPACE PROVIDED.

	IF NONE CHECK BOX	AMOUNT IN CANADIAN $	OTHER CURRENCY (PLEASE SPECIFY CURRENCY AMOUNT AND TYPE)	11- 12-
Lodging in the Parks, excluding camping/trailer park	☐	$__________	___________	13-
Camping fees	☐	$__________	___________	17-
Food and beverages bought in Restaurants or hotels or bars in the Parks	☐	$__________	___________	21-
Groceries & Beverages bought in stores in the Parks	☐	$__________	___________	25-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Park	☐	$______________________		29-
Transportation within the Parks including shuttlebuses, taxis, etc.	☐	$__________	___________	33-
Auto Rental for vehicles picked up in the Parks	☐	$__________	___________	37-
Recreation & Entertainment including tours, lift tickets, equipment rentals, etc., bought in the Parks	☐	$__________	___________	41-
Conference or convention registration fees in the Parks	☐	$__________	___________	45-
Park entrance fees/licence fees	☐	$__________	___________	49-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc., bought in Parks	☐	$__________	___________	53-
Approximate Total		$__________	___________	56- 60-

-b) Did any member of your party use a season lift pass today?

YES	1
NO	2

-c) For each person who used a season pass, please indicate the total price paid for that pass and the number of days the pass was used on this trip.

	PRICE	NUMBER OF DAYS USED ON THIS TRIP
Person 1	$__________	______________
Person 2	$__________	______________
Person 3	$__________	______________
Person 4	$__________	______________
Person 5	$__________	______________

11-a) Please write in your own words what attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip?

____61-

____62-

____63-

____

____

____

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as...? (CIRCLE ONE ANSWER).

	Excellent	1	64-
	Very Good	2	
	Good	3	
	Fair	4	
or	Poor	5	

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (WRITE IN BELOW)

____65-

____66-

____67-

____

____

____

12. Which of the following statements best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip? (CIRCLE ONE ANSWER).

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	1	68-
	I visited the Parks because I was in the area to watch Olympic events	2	
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	3	
	I had to reschedule my plans to visit the Parks because of the Olympics	4	
OR	The Olympics had nothing to do with my decision to visit the Parks	5	

69/80

5-6
6-5
7-1

13. Please record the age and sex of everyone in this vehicle, including yourself. Write in your own age and sex on the first line. 11/22

	AGE		SEX MALE	 FEMALE	
You:	________	years	1	2	23-
	________	years	1	2	25-
	________	years	1	2	27-
	________	years	1	2	29-
	________	years	1	2	31-
	________	years	1	2	33-
	________	years	1	2	35-
	________	years	1	2	37-

14. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX AND WRITE IN TYPE OF JOB AND COMPANY YOU HAVE RETIRED FROM).

________________________ IN ________________________ 39-
(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

Thank you very much for completing this questionnaire. Please now complete the second questionnaire about what you did in the Parks and your opinions on the Parks and their facilities. When you have completed both questionnaires, please put them in the envelope provided.

PLEASE MAIL THESE QUESTIONNAIRES TODAY.

POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.

CARD 1

(Q.2-A)

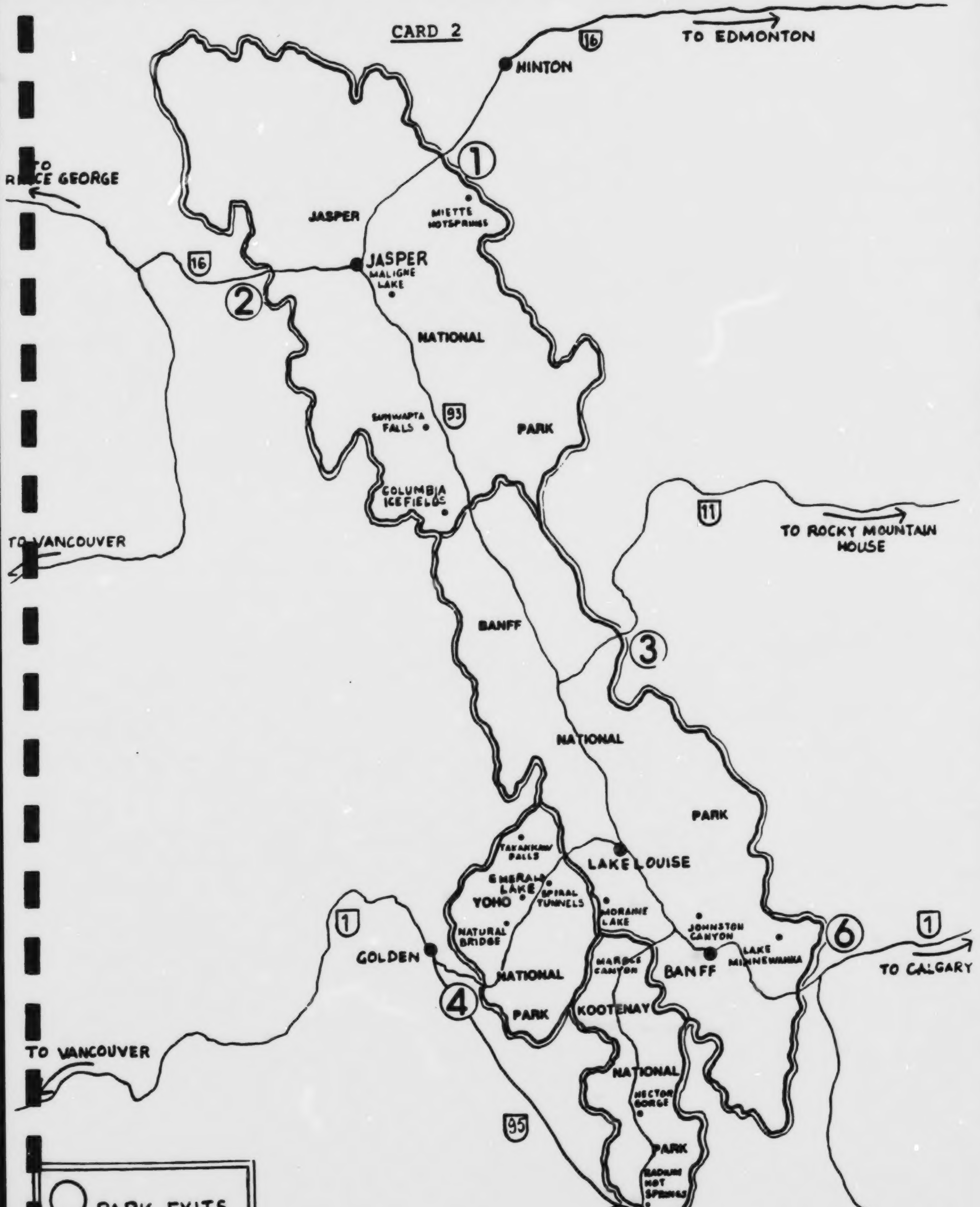
2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY

3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS

4 COMMUTING TO OR FROM WORK OR SCHOOL

5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS

CARD 2


TO EDMONTON
16
HINTON
1
TO
R CE GEORGE
JASPER
MIETTE HOTSPRINGS
JASPER
MALIGNE LAKE
16
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
TO VANCOUVER
11
TO ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
NATURAL BRIDGE
1
GOLDEN
JOHNSTON CANYON
LAKE MINNEWANKA
6
1
TO CALGARY
MARBLE CANYON
BANFF
NATIONAL
4
PARK
KOOTENAY
TO VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
5
PARK EXITS
HIGHWAY #s

RUSTON/TOMANY & ASSOCIATES LTD. R/T 19151

CARD 4
(Q.10)

1987

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1988

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CARD 9
(Q.21)

A	0-5 YEARS
B	6-15 YEARS
C	16-19 YEARS
D	20-24 YEARS
E	25-34 YEARS
F	35-44 YEARS
G	45-54 YEARS
H	55-64 YEARS
I	65-74 YEARS
J	75 YEARS OR OVER

SCHEDULED BUS QUESTIONNAIRE

BUS/TRAIN/CHARTER	Although the questionnaires have changed slightly, the administration remains identical. Just continue to treat these questionnaires the way you have previously.

5-8

Scheduled Bus Screener 6-1
WINTER 7-1

Location: ______________________ Start: ______________ A.M. 13- P.M. 14-

Bus: __________ (NUMBER) ______________ (DESTINATION) Finish: ______________ A.M. 15- P.M. 16-

Departure Time: ______________ AM PM Interviewer: ______________ 17-

Date: ______________ (DAY) ______________________ (MONTH) 22-

INTRODUCTION: Hello, my name is ________________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 26-

A. Are you boarding the (READ BUS TIME) bus to (READ DESTINATION) today?

Yes 27- 1

No 2 TERMINATE AND ERASE

1-a) Are you in the station today to transfer from one bus to another or for a brief stopover?

No 28- 1

Yes 2

-b) Have you left this bus station at all during this stopover in the Parks?

Yes 29- 1

No 2 TERMINATE AND SAVE SCREENER

-c) How many people are in your immediate travel party? By travel party, I don't mean everyone on your bus.

NUMBER IN TRAVEL PARTY ______________________ (WRITE IN) 30- 31-

-d) Of those people, how many are 16 years of age and older?

NUMBER IN PARTY 16+ ______________________ (WRITE IN) 32- 33-

(HAND CARD 1)

2-a) Does anyone in your travel party, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in your travel party. RECORD BELOW.

NONE	34-	1 SKIP TO Q.3
On a sales/service call/pick-up/delivery		2 TERMINATE AND SAVE SCREENER
Member of a work crew/employee in Parks		3 TERMINATE AND SAVE SCREENER
Commuting to or from work or school		4 TERMINATE AND SAVE SCREENER
Permanent/seasonal resident in Parks		5

-b) Is everyone in your travel party a permanent or seasonal resident in the parks?

Yes	35-	1 TERMINATE AND SAVE SCREENER
No		2

-c) How many people in your travel party who are 16 years of age or older are permanent or seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ ____________ (WRITE IN) 36- 37-

None 00

-d) And how many people in your travel party who are under 16 years of age are permanent or seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 ____________ (WRITE IN) 38- 39-

None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN THE TRAVEL PARTY IS 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN PARTY IS 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your travel party. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY: ____________
ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON. IF THIS PERSON IS UNAVAILABLE, ATTEMPT TO CONDUCT INTERVIEW LATER.

RE-INTRODUCE YOURSELF IF NECESSARY

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time	40-	1
Plan to return		2 THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF YOU ARE UNABLE TO INTERVIEW PERSON WITH NEXT BIRTHDAY, CIRCLE BELOW AND SAVE THIS SCREENER.

SELECTED RESPONDENT UNAVAILBLE 41- 1 SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 42- 1 SAVE SCREENER

43/45 BLANK

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY).

46-
47-
48-

______________	______________	______________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

6-a) What is the furthest place from home you have visited or will visit on this trip?

49-
50-
51-

______________	______________	______________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

-b) Is the National Parks System the main destination of your trip?

Yes	52- 1
No	2

-c) (HAND CARD 3) Which one of the descriptions listed on this card best describes the main purpose of your entire trip? RECORD ONE ONLY BELOW.

Business:	Attend a special meeting like a conference, convention, seminar or trade show	53-1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
	Other (SPECIFY) ______________________	

(HAND CARD 2 AGAIN)

7-a) CIRCLE CODE 2 BESIDE THE PARK IN WHICH YOU ARE INTERVIEWING AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK:
Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

		NO	YES
Banff National Park	54-	1	2
Jasper National Park	55-	1	2
Yoho National Park	56-	1	2
Kootenay National Park	57-	1	2

-b) FOR EACH PARK ENTERED IN Q.7-A), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58- 1	59- 1	60- 1	61- 1
No	2	2	2	2

-c) FOR EACH PARK ENTERED IN Q.7-a), ASK:
While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF SPENT TIME IN ANY PARK (ANY CODE 1 CIRCLED) SKIP TO VISITOR SECTION (Q.12 TO END).

IF SPENT NO TIME IN ANY PARK (NO CODE 1 CIRCLED), ASK Q.7-d).

-d) Did you or anyone in your immediate travel party stop at all in the Parks to purchase any food or gas or spend any money?

No 66- 2 GO TO PASS-THROUGH SECTION (Q.8-11)

Yes 1

-e) And in which Parks did you do that?

Banff National Park	67-	1
Jasper National Park		2
Yoho National Park		3
Kootenay National Park		4

NOW SKIP TO VISITOR SECTION (Q.12 TO END)

PASS-THROUGH SECTION

8. How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY	000	68-
		69-
NUMBER OF NIGHTS	____________________ (WRITE IN)	70-

9. (REFER RESPONDENT TO CARD 2 AGAIN)

Please show me exactly where you entered the National Parks system for the first time on this trip away from home? RECORD CODE FROM MAP FOR POINT OF ENTRY.

Location 1	(HWY 16 - EAST GATE)	71- 1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6
CAN'T REMEMBER		9

(HAND CALENDAR - CARD 4)

10. What was the date of this first entry into the National Parks System? This calendar may help you recall the date if you cannot easily remember. RECORD DATE BELOW.

72-
73-

________________ Day

________________ Month

74-
75-

11. And was that...(READ LIST)?

	Between 6 a.m. and 12 noon	76- 1
	From noon to six o'clock p.m.	2
	Between 6.p.m. and midnight	3
or	From midnight to 6 a.m.	4
	CAN'T REMEMBER	9

NOW SKIP TO DEMOGRAPHICS SECTION (Q.21 TO END)

VISITOR SECTION

5-2
6-2

CHECK BACK TO Q.6-b), PAGE 3. IF NATIONAL PARKS SYSTEM IS MAIN DESTINATION, SKIP TO Q.12-b). OTHERWISE ASK Q.12-a).

12-a) (HAND CARD 3 AGAIN)
Which one of the descriptions listed on this card best describes the main purpose of your trip to the National Parks? (RECORD ONE PURPOSE ONLY)

Business:	Attend a special meeting like a conference, convention, seminar or trade show	13- 1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
Just Passing Through		8

-b) How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY 000 SKIP TO Q.14 14-
15-
NUMBER OF NIGHTS ________ (WRITE IN) 16-

-c) And how many nights, in total, did you spend in the National Parks since leaving home on this trip?

SPENT NO NIGHTS IN THE PARKS 000 SKIP TO Q.14 17-
18-
NUMBER OF NIGHTS IN THE PARKS ________ (WRITE IN) 19-

13-a) What was the name and location of the accommodation you used for your first (second/third/etc.) overnight stop in the Parks?

-b) (HAND CARD 5.) In which of the accommodation types listed here did you stay in READ LOCATION?. IF MORE THAN ONE TYPE OF ACCOMMODATION IN ANY LOCATION, RECORD EACH TYPE ON SEPARATE LINES.

-c) And how many nights did you stay in a READ ACCOMMODATION there? (ASK FOR EACH ACCOMMODATION TYPE USED. REPEAT -a), -b) AND -c) FOR NEXT OVERNIGHT STOP AND ALL SUBSEQUENT OVERNIGHT STOPS IN THE PARK. CONTINUE UNTIL ALL NIGHTS MENTIONED IN Q.12-c) ACCOUNTED FOR.)

Legend

1. Hotel/motel/resort lodge
2. Commercial cottage/cabin
3. Bed and Breakfast
4. Youth Hostel
5. Campsite/trailer park
6. Back country camping
7. Friends/relatives/own vacation home

	-a) Name And Location	-b) Type Of Accommodation	-c) # Nights	
20-	____________	22- 1 2 3 4 5 6 7	________	23-
26-	____________	28- 1 2 3 4 5 6 7	________	29-
32-	____________	34- 1 2 3 4 5 6 7	________	35-
38-	____________	40- 1 2 3 4 5 6 7	________	41-
44-	____________	46- 1 2 3 4 5 6 7	________	47-
50-	____________	52- 1 2 3 4 5 6 7	________	53-
56-	____________	58- 1 2 3 4 5 6 7	________	59-
62-	____________	64- 1 2 3 4 5 6 7	________	65-

CHECK THAT TOTAL NUMBER OF NIGHTS IN Q.13-c) EQUALS NUMBER OF NIGHTS IN Q.12-c).

The following questions are about expenditures made by all the people in your travel party.

Can you provide me with the trip expense information for your travel party?

Yes	68-	1
No		2

Who is the person in your travel party who could best give me that information?

____

(WRITE IN NAME)

ATTEMPT TO HAVE THIS PERSON PARTICIPATE IN THE INTERVIEW TO PROVIDE EXPENDITURE INFORMATION ONLY (EXPLAIN PURPOSE OF STUDY BY READING INTRODUCTION ON PAGE 1). AFTER YOU HAVE COLLECTED EXPENDITURE INFORMATION (Q.14-18) CONTINUE THE INTERVIEW WITH ORIGINAL RESPONDENT AT Q.19 TO END OF INTERVIEW.

IF PERSON KNOWLEDGEABLE ABOUT EXPENDITURES NOT AVAILABLE/ UNCOOPERATIVE, SKIP DIRECTLY TO Q.19 AND CONTINUE WITH ORIGINAL RESPONDENT.

KNOWLEDGEABLE RESPONDENT NOT AVAILABLE/UNCOOPERATIVE	69-	1 SKIP TO Q.19
EXPENDITURE INFORMATION FROM INDIVIDUAL OTHER THAN RESPONDENT		2

READ: The following questions are about expenditures made by all the people in your travel party. CONTINUE WITH Q.14

14-a) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No	70-	1 SKIP TO Q.18
Yes		2

(HAND CARD 6)

14-b) Did anyone purchase a pre-paid package for this trip which included at least two of the items shown on this card?

No 71- 1 SKIP TO Q.17
Yes 2

15-a) Which of the items on this card were included in the pre-paid package?

TRANSPORTATION			
By Air	72-	1	
By Train		2	
By Bus		3	
By Boat		4	
ACCOMMODATION		5	IF NONE CIRCLED SKIP TO Q.16
FOOD/BEVERAGE		6	
ENTERTAINMENT/ACTIVITIES/ SIGHTSEEING/TOURS/LIFT TICKETS ETC. (EXCLUDING SEASON LIFT PASSES)		7	
AUTO RENTAL (PICKED UP IN THE PARKS)		8	
AUTO RENTAL (PICKED UP ELSEWHERE)		9	

-b) IF TRANSPORTATION (AIR, TRAIN, BUS OR BOAT) MENTIONED IN Q.15-a), ASK: Where did you first board the transportation which was included in your package? 73- 74- 75-

______________ (NEAREST CITY/TOWN) ______________ (PROVINCE/STATE) ______________ (COUNTRY)

-c) How many nights in total were included in the price of this package? (WRITE IN) 76- 77- 78-

______________ (NUMBER OF NIGHTS) IF NO NIGHTS, SKIP TO -e)

-d) And how many of these nights were spent in the Parks? 13- 14- 15-

5-2
6-3 ______________ NUMBER OF NIGHTS IN PARKS) IF NO NIGHTS, SKIP TO -c)

-e) What was the total amount paid for all people in your travel party for the pre-paid package? When you tell me the cost, please tell me whether it is in Canadian, U.S., or some other currency.

Amount	Can.	U.S.	Other (SPECIFY)	16-
$______________	20-1	2	______________	

-f) And, how many people, including children, does this amount cover? 21- 22-

______________ (WRITE IN NUMBER)

16. Were any other items prepaid for this trip to the Parks?

Yes 23- 1

No 2 SKIP TO Q.18

17-a) (HAND RESPONDENT CARD 7) Which of the items on this card were paid for before you entered the National Parks, but were not purchased as a part of a package or tour? RECORD UNDER Q.17-a) ON GRID BELOW.

FOR EACH ITEM PRE-PAID SEPARATELY, ASK Q.17-b) TO Q.17-e).

-b) What was the total amount paid in advance for all people in your travel party for (READ ITEM FROM Q.17-a)? RECORD UNDER Q.17-b) ON GRID BELOW.

-c) Is that in Canadian, U.S. or some other currency? RECORD UNDER Q.17-c) ON GRID BELOW.

		Q.17-a)	Q.17-b)	Q.17-c) CURRENCY			
		ITEM	AMOUNT	CAN.	U.S.	OTHER (SPECIFY)	
AUTO RENTAL (PICKED UP IN THE PARKS)	24-	1	$________	1	2	______	25-
*ACCOMMODATION		2	$________	1	2	______	29-
*FOOD/BEVERAGE		3	$________	1	2	______	33-
*ENTERTAINMENT/ ACTIVITIES/ SIGHTSEEING/ TOURS/LIFT TICKETS (EXCLUDING SEASON LIFT PASSES)		4	$________	1	2	______	37-
NONE OF THESE		5 SKIP TO Q.18					

*FOR EACH ASTERISKED ITEM ASK -d) AND -e).

-d) How many nights in total were included in the price of the prepaid (READ ITEM) ?. RECORD UNDER -d) BELOW. IF NO NIGHTS INCLUDED, DO NOT ASK Q.17-e).

-e) And how many of these nights were spent in the Parks? RECORD UNDER -e) BELOW.

	-d) TOTAL NIGHTS	-e) NIGHTS IN PARKS
Accommodation	____________41-	______________ 50-
Food/Beverage	____________44-	______________ 53-
Entertainment	____________47-	______________ 56-

18-a) (HAND CARD 8) For each expenditure category on this card, please tell me, in Canadian dollars, the total amount spent within the Parks by everyone in your travel party since leaving home? Include all purchases made by cash, credit card, traveller's cheque and cheque. (IF APPLICABLE: However, do not include the prepaid expenses we have already discussed.)

How much was spent by everyone in your travel party for...? RECORD AMOUNT AND CURRENCY TYPE FOR EACH CATEGORY LISTED.

		NONE	AMOUNT IN CANADIAN $	OTHER CURRENCY (SPECIFY)	
Lodging in the Parks, excluding camping/trailer park	59-	01	$________	____________	61-
Camping fees		02	$________	____________	65-
Food and beverages bought in restaurants in the Parks		03	$________	____________	69-
Groceries & Beverages bought in stores in the Parks		04	$________	____________	73-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Parks		05	$________	____________	77-
Transportation within the Parks including shuttle buses, taxis, etc.		06	$________	____________	5-2 6-4 13-
Auto Rental for vehicles picked up in the Parks		07	$________	____________	17-
Recreation & Entertainment including tours, lift tickets, equipment rentals, etc.		08	$________	____________	21-
Conference or convention registration fees		09	$________	____________	25-
Park entrance fees/licence fees		10	$________	____________	29-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc.	60-	11	$________	____________	33-

IF RETAIL PURCHASES MORE THAN $300 CANADIAN OR $200 U.S., ASK:

-b) Did you or anyone in your travel party purchase any individual items which cost more than $300 Canadian (or $200 U.S.)?

No 37- 1 SKIP TO Q.19

Yes 2

-c) What were those items and how much did each cost? RECORD BELOW.

	ITEM	AMOUNT	
38-	____________	____________	44-
40-	____________	____________	48-
42-	____________	____________	52-

-d) Did any member of your party use a season lift pass today? (CIRCLE ONE CODE BELOW)

Yes 1

No 2 SKIP TO Q.19

-e) For each person who used a season pass, please indicate the total price paid for that pass and the number of days the pass was used on this trip. (WRITE IN AMOUNT AND NUMBER OF DAYS BELOW).

	PRICE	NUMBER OF DAYS USED ON THIS TRIP
Person 1	$__________	__________
Person 2	$__________	__________
Person 3	$__________	__________
Person 4	$__________	__________
Person 5	$__________	__________

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ASK:

18-d) Please just give me your best estimate of the total amount spent by everyone in your travel party while in the National Parks system for the items shown on the card. RECORD AMOUNT AND CURRENCY BELOW. 56-

TOTAL ESTIMATE $____________________ (AMOUNT) ____________________ (CURRENCY) 60-

NOW COMPLETE REMAINING QUESTIONS WITH ORIGINAL RESPONDENT ONLY.

REFER BACK TO Q.7-a). IF RESPONDENT ENTERED BANFF AND/OR JASPER NATIONAL PARKS, ASK Q.19-a), -b) AND -c), OTHERWISE SKIP TO Q.20.

19-a) What attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip? (RECORD VERBATIM)

____ 61-

____ 62-

____ 63-

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as (READ LIST)...?

	Excellent	64- 1
	Very Good	2
	Good	3
	Fair	4
or	Poor	5
	DON'T KNOW	9

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (RECORD VERBATIM)

____ 65-

____ 66-

____ 67-

20-a) (HAND CARD) Which of the statements on this card best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip?

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	68- 1
	I visited the Parks because I was in the area to watch Olympic events	2
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	3
	I had to reschedule my plans to visit the Parks because of the Olympics	4
OR	The Olympics had nothing to do with my decision to visit the Parks	5

DEMOGRAPHICS SECTION

I just have a few more questions to help us classify the information.

21. HAND CARD 9. Please tell me the age and sex of everyone in your travel party, starting with yourself and then continuing from oldest to youngest. Please just tell me the letter beside the appropriate age category.

			All other members of travel party						
		Respondent	1	2	3	4	5	6	7
A	0-5 years	69-1	71-1	73-1	75-1	13-1	15-1	17-1	19-1
B	6-15 years	2	2	2	2	2	2	2	2
C	16-19 years	3	3	3	3	3	3	3	3
D	20-24 years	4	4	4	4	4	4	4	4
E	25-34 years	5	5	5	5	5	5	5	5
F	35-44 years	6	6	6	6	6	6	6	6
G	45-54 years	7	7	7	7	7	7	7	7
H	55-64 years	8	8	8	8	8	8	8	8
I	65-74 years	9	9	9	9	9	9	9	9
J	75 years or over	0	0	0	0 5-1 6-5	0	0	0	0
SEX									
	Male	70-1	72-1	74-1	76-1	14-1	16-1	18-1	20-1
	Female	2	2	2	2	2	2	2	2

22 HAND CARD 10. Which letter best describes the last year of schooling you completed?

A	Some elementary/grade school	21- 1
B	Completed elementary/grade school	2
C	Some high school/secondary school	3
D	Completed high school/secondary school	4
E	Technical or vocational school/ Community College/CEGEP	5
F	Some University	6
G	Completed University	7
H	Post Graduate courses/degree	8

23. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CHECK BOX)

______________________________ IN ______________________________ 22-
(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

24. Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME: ____________________

ADDRESS: ____________________

CITY/TOWN: ____________________ PROVINCE/STATE: ____________

POSTAL/ZIP CODE: ____________________ 23-

IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

____________________	____________________
AREA CODE	TELEPHONE NUMBER

IF RESPONDENT IS PASS-THROUGH (Q.8 TO 11), DO NOT GIVE MAILBACK. SAY:

Thank you very much for your co-operation. In appreciation we would like you to have this Alberta souvenir.

IF RESPONDENT IS VISITOR (Q.12 TO 20), SAY:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us.

The envelope provided is already addressed and stamped for your convenience. Your answers will help to improve park services and facilities in the future.

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

29/34

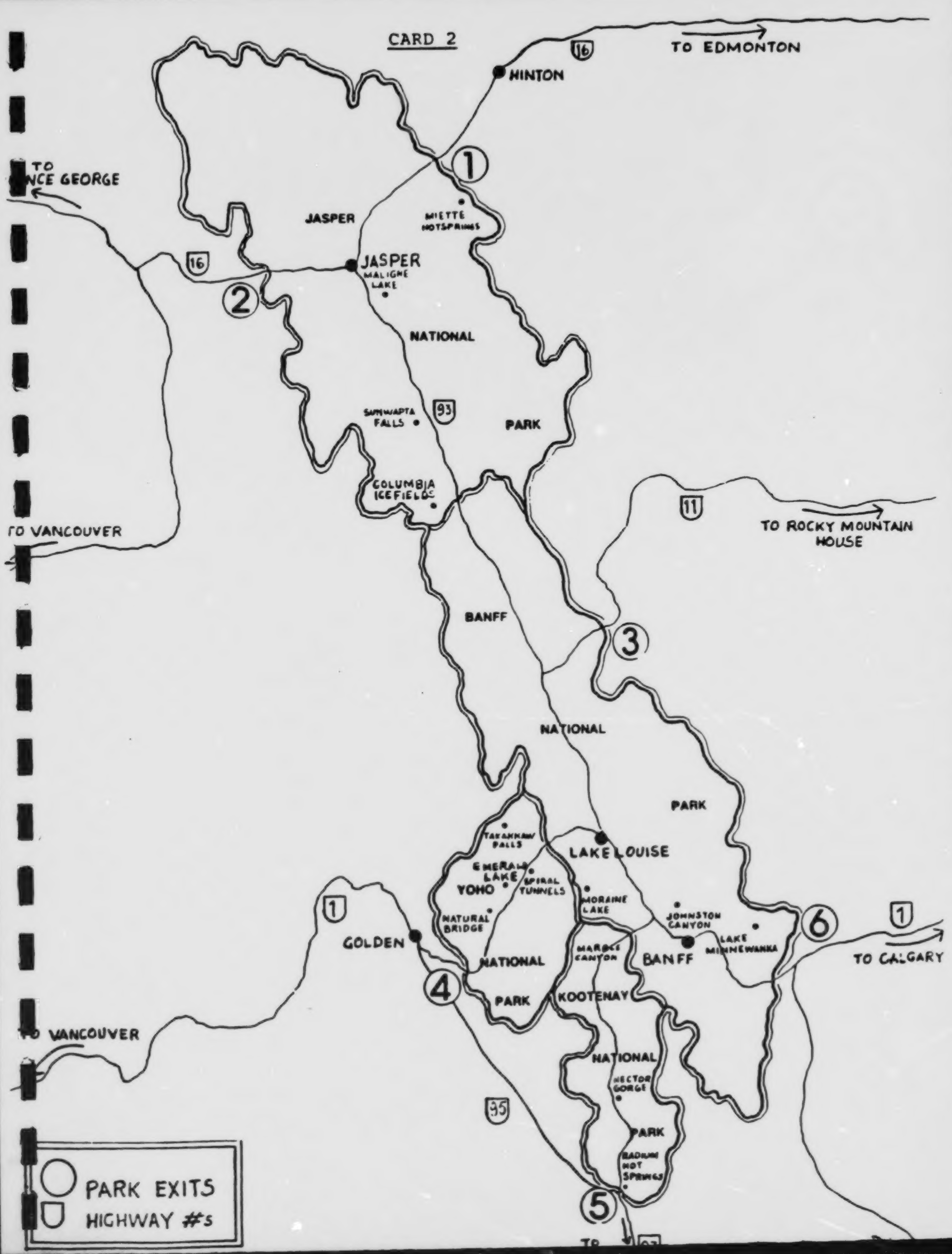
CARD 1
(Q.2-A)

2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY

3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS

4 COMMUTING TO OR FROM WORK OR SCHOOL

5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS


CARD 2
TO EDMONTON
16
HINTON
TO
NCE GEORGE
①
JASPER
MIETTE HOTSPRINGS
JASPER
MALIGNE LAKE
16
②
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
TO VANCOUVER
11
TO ROCKY MOUNTAIN HOUSE
BANFF
③
NATIONAL
PARK
TAKAKKAW FALLS
EMERALD LAKE
YOHO
SPIRAL TUNNELS
LAKE LOUISE
MORAINE LAKE
NATURAL BRIDGE
1
GOLDEN
JOHNSTON CANYON
LAKE MINNEWANKA
⑥
1
TO CALGARY
NATIONAL
④
PARK
MARBLE CANYON
BANFF
KOOTENAY
NATIONAL
HECTOR GORGE
TO VANCOUVER
95
PARK
RADIUM HOT SPRINGS
⑤
TO
PARK EXITS
HIGHWAY #s

CARD 3

(Q.6-C, Q.12-A)

BUSINESS:	ATTENDING A SPECIAL MEETING LIKE A CONFERENCE, CONVENTION, SEMINAR OR TRADE SHOW
	OTHER BUSINESS
PERSONAL:	FAMILY AFFAIRS: E.G. VISITING FRIENDS OR RELATIVES, WEDDINGS, FUNERALS, ETC.
	ERRANDS: E.G. SHOPPING, BANKING, DOCTOR, ETC.
PLEASURE:	VACATION
	RECREATIONAL DAY-USE
	VISITING VACATION HOME

CARD 4
(Q.10)

1987

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1988

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CARD 5
(Q.13-B)

1. HOTEL, MOTEL, RESORT OR LODGE
2. COMMERCIAL COTTAGE OR CABIN
3. BED AND BREAKFAST ESTABLISHMENT
4. YOUTH HOSTEL
5. CAMPSITE OR TRAILER PARK
6. BACK COUNTRY CAMPING
7. WITH FRIENDS OR RELATIVES OR AT YOUR OWN VACATION HOME

CARD 6
(Q.14-B)

TRANSPORTATION:

- BY AIR
- BY TRAIN
- BY BUS
- BY BOAT

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS, OR LIFT TICKETS, ETC. (EXCLUDING SEASON LIFT PASSES)

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS)

AUTO RENTAL (PICKED UP ELSEWHERE)

CARD 7
(Q.17-A)

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS OR LIFT TICKETS (EXCLUDING SEASON LIFT PASSES)

NONE OF THESE

CARD 8
(Q.18-A)

LODGING IN THE PARKS, EXCLUDING CAMPING OR TRAILER PARK

CAMPING FEES

FOOD AND BEVERAGES BOUGHT IN RESTAURANTS, HOTELS OR BARS IN THE PARKS

GROCERIES & BEVERAGES BOUGHT IN STORES IN THE PARKS

VEHICLE GAS & OIL, MAINTENANCE OR REPAIRS BOUGHT FROM STATIONS WITHIN THE PARKS

TRANSPORTATION WITHIN THE PARKS, INCLUDING SHUTTLE BUSES, TAXIS, ETC.

AUTO RENTAL FOR VEHICLES PICKED UP IN THE PARKS

RECREATION & ENTERTAINMENT INCLUDING TOURS, TICKETS, EQUIPMENT RENTALS, ETC.

CONFERENCE OR CONVENTION REGISTRATION FEES

PARK ENTRANCE FEES/LICENCE FEES

RETAIL STORE PURCHASES, SUCH AS SOUVENIRS, EQUIPMENT, FILM, CLOTHING, ETC.

OLYMPIC CARD

I visited the Parks because I was in the area to help stage, cover or participate in Olympic events

I visited the Parks because I was in the area to watch Olympic events

Things I saw or heard about in connection with the Olympics made me want to visit the Parks

I had to reschedule my plans to visit the Parks because of the Olympics

or, The Olympics had nothing to do with my decision to visit the Parks

CARD 9
(Q.21)

A	0-5 YEARS
B	6-15 YEARS
C	16-19 YEARS
D	20-24 YEARS
E	25-34 YEARS
F	35-44 YEARS
G	45-54 YEARS
H	55-64 YEARS
I	65-74 YEARS
J	75 YEARS OR OVER

CARD 10

(Q.22)

A	Some elementary or grade school
B	Completed elementary or grade school
C	Some high school or secondary school
D	Completed high school or secondary school
E	Technical or vocational school, Community College or CEGEP
F	Some University
G	Completed University
H	Post Graduate courses or degree

SCHEDULED TRAIN QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151

5-9

Scheduled Train Screener 6-1

WINTER 7-1

Location: ______________________ Start: ______________ A.M. 13- P.M. 14-

Train: __________ (NUMBER) ______________ (DESTINATION) Finish: ______________ A.M. 15- P.M. 16-

Departure Time: ______________ AM PM Interviewer: ______________ 17-

Date: ______________ (DAY) ____________________ (MONTH) 22-

INTRODUCTION: Hello, my name is ____________________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 26-

A. Are you boarding the (READ TRAIN TIME) train to (READ DESTINATION) today?

Yes 27- 1

No 2 TERMINATE AND ERASE

1-a) Are you in the station today to transfer from one train to another or for a brief stopover?

No 28- 1

Yes 2

-b) Have you left this train station at all during this stopover in the Parks?

Yes 29- 1

No 2 TERMINATE AND SAVE SCREENER

-c) How many people are in your immediate travel party? By travel party, I don't mean everyone on your train.

NUMBER IN TRAVEL PARTY ______________________ (WRITE IN) 30- 31-

-d) Of those people, how many are 16 years of age and older?

NUMBER IN PARTY 16+ ______________________ (WRITE IN) 32- 33-

(HAND CARD 1)

2-a) Does anyone in your travel party, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in your travel party. RECORD BELOW.

NONE	34-	1 SKIP TO Q.3
On a sales/service call/pick-up/delivery		2
Member of a work crew/employee in Parks		3 TERMINATE AND SAVE SCREENER
Commuting to or from work or school		4
Permanent/seasonal resident in Parks		5

-b) Is everyone in your travel party a permanent or seasonal resident in the parks?

Yes 35- 1 TERMINATE AND SAVE SCREENER

No 2

-c) How many people in your travel party who are 16 years of age or older are permanent or seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ ______________________ 36-
(WRITE IN) 37-

None 00

-d) And how many people in your travel party who are under 16 years of age are permanent or seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 ______________________ 38-
(WRITE IN) 39-

None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN THE TRAVEL PARTY IS 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN PARTY IS 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your travel party. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY:________________
ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON. IF THIS PERSON IS UNAVAILABLE, ATTEMPT TO CONDUCT INTERVIEW LATER.

RE-INTRODUCE YOURSELF IF NECESSARY

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time 40- 1

Plan to return 2 THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF YOU ARE UNABLE TO INTERVIEW PERSON WITH NEXT BIRTHDAY, CIRCLE BELOW AND SAVE THIS SCREENER.

SELECTED RESPONDENT UNAVAILBLE 41- 1 SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 42- 1 SAVE SCREENER

43/45 BLANK

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY). 46- 47- 48-

________________ ________________ ________________
CITY OR TOWN PROVINCE OR STATE COUNTRY

6-a) What is the furthest place from home you have visited or will visit on this trip? 49- 50- 51-

________________ ________________ ________________
CITY OR TOWN PROVINCE OR STATE COUNTRY

-b) Is the National Parks System the main destination of your trip?

Yes	52- 1
No	2

-c) (HAND CARD 3) Which one of the descriptions listed on this card best describes the main purpose of your entire trip? RECORD ONE ONLY BELOW.

Business:	Attend a special meeting like a conference, convention, seminar or trade show	53-1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
	Other (SPECIFY) ____________________	

(HAND CARD 2 AGAIN)

7-a) CIRCLE CODE 2 BESIDE THE PARK IN WHICH YOU ARE INTERVIEWING AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK:
Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

	NO	YES
Banff National Park	54- 1	2
Jasper National Park	55- 1	2
Yoho National Park	56- 1	2
Kootenay National Park	57- 1	2

-b) FOR EACH PARK ENTERED IN Q.7-A), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58- 1	59- 1	60- 1	61- 1
No	2	2	2	2

-c) FOR EACH PARK ENTERED IN Q.7-a), ASK:
While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF SPENT TIME IN ANY PARK (ANY CODE 1 CIRCLED) SKIP TO VISITOR SECTION (Q.12 TO END).

IF SPENT NO TIME IN ANY PARK (NO CODE 1 CIRCLED), ASK Q.7-d).

-d) Did you or anyone in your immediate travel party stop at all in the Parks to purchase any food or gas or spend any money?

No 66- 2 GO TO PASS-THROUGH SECTION (Q.8-11)

Yes 1

-e) And in which Parks did you do that?

Banff National Park	67- 1
Jasper National Park	2
Yoho National Park	3
Kootenay National Park	4

NOW SKIP TO VISITOR SECTION (Q.12 TO END)

PASS-THROUGH SECTION

8. How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY	000	68-
		69-
NUMBER OF NIGHTS	____________ (WRITE IN)	70-

9. (REFER RESPONDENT TO CARD 2 AGAIN)

Please show me exactly where you entered the National Parks system for the first time on this trip away from home? RECORD CODE FROM MAP FOR POINT OF ENTRY.

Location 1	(HWY 16 - EAST GATE)	71- 1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6
CAN'T REMEMBER		9

(HAND CALENDAR - CARD 4)

10. What was the date of this first entry into the National Parks System? This calendar may help you recall the date if you cannot easily remember. RECORD DATE BELOW.

72-
73-

____________ Day ____________ Month

74-
75-

11. And was that...(READ LIST)?

	Between 6 a.m. and 12 noon	76- 1
	From noon to six o'clock p.m.	2
	Between 6.p.m. and midnight	3
or	From midnight to 6 a.m.	4
	CAN'T REMEMBER	9

NOW SKIP TO DEMOGRAPHICS SECTION (Q.21 TO END)

VISITOR SECTION

5-3
6-2

CHECK BACK TO Q.6-b), PAGE 3. IF NATIONAL PARKS SYSTEM IS MAIN DESTINATION, SKIP TO Q.12-b). OTHERWISE ASK Q.12-a).

12-a) (HAND CARD 3 AGAIN)
Which one of the descriptions listed on this card best describes the main purpose of your trip to the National Parks? (RECORD ONE PURPOSE ONLY)

Business:	Attend a special meeting like a conference, convention, seminar or trade show	13- 1
	Other Business	2
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3
	Errands: e.g. shopping, banking, doctor, etc.	4
Pleasure:	Vacation	5
	Recreational day-use	6
	Visit vacation home	7
Just Passing Through		8

-b) How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY 000 SKIP TO Q.14 14-
15-
NUMBER OF NIGHTS ____________ (WRITE IN) 16-

-c) And how many nights, in total, did you spend in the National Parks since leaving home on this trip?

SPENT NO NIGHTS IN THE PARKS 000 SKIP TO Q.14 17-
18-
NUMBER OF NIGHTS IN THE PARKS ____________ (WRITE IN) 19-

13-a) What was the name and location of the accommodation you used for your first (second/third/etc.) overnight stop in the Parks?

-b) (HAND CARD 5.) In which of the accommodation types listed here did you stay in READ LOCATION?. IF MORE THAN ONE TYPE OF ACCOMMODATION IN ANY LOCATION, RECORD EACH TYPE ON SEPARATE LINES.

-c) And how many nights did you stay in a READ ACCOMMODATION there? (ASK FOR EACH ACCOMMODATION TYPE USED. REPEAT -a), -b) AND -c) FOR NEXT OVERNIGHT STOP AND ALL SUBSEQUENT OVERNIGHT STOPS IN THE PARK. CONTINUE UNTIL ALL NIGHTS MENTIONED IN Q.12-c) ACCOUNTED FOR.)

Legend

1. Hotel/motel/resort lodge
2. Commercial cottage/cabin
3. Bed and Breakfast
4. Youth Hostel
5. Campsite/trailer park
6. Back country camping
7. Friends/relatives/own vacation home

	-a) Name And Location	-b) Type Of Accommodation	-c) # Nights	
20-	________	22- 1 2 3 4 5 6 7	________	23-
26-	________	28- 1 2 3 4 5 6 7	________	29-
32-	________	34- 1 2 3 4 5 6 7	________	35-
38-	________	40- 1 2 3 4 5 6 7	________	41-
44-	________	46- 1 2 3 4 5 6 7	________	47-
50-	________	52- 1 2 3 4 5 6 7	________	53-
56-	________	58- 1 2 3 4 5 6 7	________	59-
62-	________	64- 1 2 3 4 5 6 7	________	65-

CHECK THAT TOTAL NUMBER OF NIGHTS IN Q.13-c) EQUALS NUMBER OF NIGHTS IN Q.12-c).

The following questions are about expenditures made by all the people in your travel party.

Can you provide me with the trip expense information for your travel party?

Yes	68-	1
No		2

Who is the person in your travel party who could best give me that information?

____
(WRITE IN NAME)

ATTEMPT TO HAVE THIS PERSON PARTICIPATE IN THE INTERVIEW TO PROVIDE EXPENDITURE INFORMATION ONLY (EXPLAIN PURPOSE OF STUDY BY READING INTRODUCTION ON PAGE 1). AFTER YOU HAVE COLLECTED EXPENDITURE INFORMATION (Q.14-18) CONTINUE THE INTERVIEW WITH ORIGINAL RESPONDENT AT Q.19 TO END OF INTERVIEW.

IF PERSON KNOWLEDGEABLE ABOUT EXPENDITURES NOT AVAILABLE/ UNCOOPERATIVE, SKIP DIRECTLY TO Q.19 AND CONTINUE WITH ORIGINAL RESPONDENT.

KNOWLEDGEABLE RESPONDENT NOT AVAILABLE/UNCOOPERATIVE	69-	1 SKIP TO Q.19
EXPENDITURE INFORMATION FROM INDIVIDUAL OTHER THAN RESPONDENT		2

READ: The following questions are about expenditures made by all the people in your travel party. CONTINUE WITH Q.14

14-a) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No	70-	1 SKIP TO Q.18
Yes		2

(HAND CARD 6)

14-b) Did anyone purchase a pre-paid package for this trip which included at least two of the items shown on this card?

No	71-	1	SKIP TO Q.17
Yes		2	

15-a) Which of the items on this card were included in the pre-paid package?

TRANSPORTATION

By Air	72-	1	
By Train		2	
By Bus		3	
By Boat		4	
ACCOMMODATION		5	IF NONE CIRCLED SKIP TO Q.16
FOOD/BEVERAGE		6	
ENTERTAINMENT/ACTIVITIES/ SIGHTSEEING/TOURS/LIFT TICKETS ETC. (EXCLUDING SEASON LIFT PASSES)		7	
AUTO RENTAL (PICKED UP IN THE PARKS)		8	
AUTO RENTAL (PICKED UP ELSEWHERE)		9	

-b) IF TRANSPORTATION (AIR, TRAIN, BUS OR BOAT) MENTIONED IN Q.15-a), ASK: Where did you first board the transportation which was included in your package? 73- 74- 75-

______________ ______________ ______________
(NEAREST CITY/TOWN) (PROVINCE/STATE) (COUNTRY)

-c) How many nights in total were included in the price of this package? (WRITE IN)

______________ IF NO NIGHTS, SKIP TO -e) 76- 77- 78-
(NUMBER OF NIGHTS)

-d) And how many of these nights were spent in the Parks?

5-3 ______________ IF NO NIGHTS, SKIP TO -c) 13- 14- 15-
6-3 NUMBER OF NIGHTS IN PARKS)

-e) What was the total amount paid for all people in your travel party for the pre-paid package? When you tell me the cost, please tell me whether it is in Canadian, U.S., or some other currency.

Amount	Can.	U.S.	Other (SPECIFY)	16-
$______________	20-1	2	______________	

-f) And, how many people, including children, does this amount cover?

______________ 21- 22-
(WRITE IN NUMBER)

16. Were any other items prepaid for this trip to the Parks?

Yes	23-	1
No		2 SKIP TO Q.18

17-a) (HAND RESPONDENT CARD 7) Which of the items on this card were paid for before you entered the National Parks, but were not purchased as a part of a package or tour? RECORD UNDER Q.17-a) ON GRID BELOW.

FOR EACH ITEM PRE-PAID SEPARATELY, ASK Q.17-b) TO Q.17-e).

-b) What was the total amount paid in advance for all people in your travel party for (READ ITEM FROM Q.17-a)? RECORD UNDER Q.17-b) ON GRID BELOW.

-c) Is that in Canadian, U.S. or some other currency? RECORD UNDER Q.17-c) ON GRID BELOW.

	Q.17-a) ITEM	Q.17-b) AMOUNT	Q.17-c) CURRENCY CAN.	U.S.	OTHER (SPECIFY)
AUTO RENTAL (PICKED UP IN THE PARKS)	24- 1	$________	1	2	______25-
*ACCOMMODATION	2	$________	1	2	______29-
*FOOD/BEVERAGE	3	$________	1	2	______33-
*ENTERTAINMENT/ ACTIVITIES/ SIGHTSEEING/ TOURS/LIFT TICKETS (EXCLUDING SEASON LIFT PASSES)	4	$________	1	2	______37-
NONE OF THESE	5 SKIP TO Q.18				

*FOR EACH ASTERISKED ITEM ASK -d) AND -e).

-d) How many nights in total were included in the price of the prepaid __(READ ITEM)__?. RECORD UNDER -d) BELOW. IF NO NIGHTS INCLUDED, DO NOT ASK Q.17-e).

-e) And how many of these nights were spent in the Parks? RECORD UNDER -e) BELOW.

	-d) TOTAL NIGHTS	-e) NIGHTS IN PARKS
Accommodation	____________41-	______________ 50-
Food/Beverage	____________44-	______________ 53-
Entertainment	____________47-	______________ 56-

18-a) (HAND CARD 8) For each expenditure category on this card, please tell me, in Canadian dollars, the total amount spent within the Parks by everyone in your travel party since leaving home? Include all purchases made by cash, credit card, traveller's cheque and cheque. (IF APPLICABLE: However, do not include the prepaid expenses we have already discussed.)

How much was spent by everyone in your travel party for...? RECORD AMOUNT AND CURRENCY TYPE FOR EACH CATEGORY LISTED.

		NONE	AMOUNT IN CANADIAN $	OTHER CURRENCY (SPECIFY)	
Lodging in the Parks, excluding camping/trailer park	59-	01	$________	____________	61-
Camping fees		02	$________	____________	65-
Food and beverages bought in restaurants in the Parks		03	$________	____________	69-
Groceries & Beverages bought in stores in the Parks		04	$________	____________	73-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Parks		05	$________	____________	77-
Transportation within the Parks including shuttle buses, taxis, etc.		06	$________	____________	5-3 6-4 13-
Auto Rental for vehicles picked up in the Parks		07	$________	____________	17-
Recreation & Entertainment including tours, lift tickets, equipment rentals, etc.		08	$________	____________	21-
Conference or convention registration fees		09	$________	____________	25-
Park entrance fees/licence fees		10	$________	____________	29-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc.	60-	11	$________	____________	33-

IF RETAIL PURCHASES MORE THAN $300 CANADIAN OR $200 U.S., ASK:

-b) Did you or anyone in your travel party purchase any individual items which cost more than $300 Canadian (or $200 U.S.)?

No	37-	1 SKIP TO Q.19
Yes		2

-c) What were those items and how much did each cost? RECORD BELOW.

	ITEM	AMOUNT	
38-	____________	____________	44-
40-	____________	____________	48-
42-	____________	____________	52-

-d) Did any member of your party use a season lift pass today? (CIRCLE ONE CODE BELOW)

Yes	1
No	2 SKIP TO Q.19

-e) For each person who used a season pass, please indicate the total price paid for that pass and the number of days the pass was used on this trip. (WRITE IN AMOUNT AND NUMBER OF DAYS BELOW).

	PRICE	NUMBER OF DAYS USED ON THIS TRIP
Person 1	$__________	__________
Person 2	$__________	__________
Person 3	$__________	__________
Person 4	$__________	__________
Person 5	$__________	__________

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ASK:

18-d) Please just give me your best estimate of the total amount spent by everyone in your travel party while in the National Parks system for the items shown on the card. RECORD AMOUNT AND CURRENCY BELOW. 56-

TOTAL ESTIMATE $__________________ (AMOUNT) __________________ (CURRENCY) 60-

NOW COMPLETE REMAINING QUESTIONS WITH ORIGINAL RESPONDENT ONLY.

REFER BACK TO Q.7-a). IF RESPONDENT ENTERED BANFF AND/OR JASPER NATIONAL PARKS, ASK Q.19-a), -b) AND -c), OTHERWISE SKIP TO Q.20.

19-a) What attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip? (RECORD VERBATIM)

____ 61-

____ 62-

____ 63-

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as (READ LIST)...?

	Excellent	64-	1
	Very Good		2
	Good		3
	Fair		4
or	Poor		5
	DON'T KNOW		9

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (RECORD VERBATIM)

____ 65-

____ 66-

____ 67-

20-a) (HAND CARD) Which of the statements on this card best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip?

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	68-	1
	I visited the Parks because I was in the area to watch Olympic events		2
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks		3
	I had to reschedule my plans to visit the Parks because of the Olympics		4
OR	The Olympics had nothing to do with my decision to visit the Parks		5

DEMOGRAPHICS SECTION

I just have a few more questions to help us classify the information.

21. HAND CARD 9. Please tell me the age and sex of everyone in your travel party, starting with yourself and then continuing from oldest to youngest. Please just tell me the letter beside the appropriate age category.

		All other members of travel party						
	Respondent	1	2	3	4	5	6	7
A 0-5 years	69-1	71-1	73-1	75-1	13-1	15-1	17-1	19-1
B 6-15 years	2	2	2	2	2	2	2	2
C 16-19 years	3	3	3	3	3	3	3	3
D 20-24 years	4	4	4	4	4	4	4	4
E 25-34 years	5	5	5	5	5	5	5	5
F 35-44 years	6	6	6	6	6	6	6	6
G 45-54 years	7	7	7	7	7	7	7	7
H 55-64 years	8	8	8	8	8	8	8	8
I 65-74 years	9	9	9	9	9	9	9	9
J 75 years or over	0	0	0	0	0	0	0	0
SEX	5-3 6-5							
Male	70-1	72-1	74-1	76-1	14-1	16-1	18-1	20-1
Female	2	2	2	2	2	2	2	2

22 HAND CARD 10. Which letter best describes the last year of schooling you completed?

A	Some elementary/grade school	21- 1
B	Completed elementary/grade school	2
C	Some high school/secondary school	3
D	Completed high school/secondary school	4
E	Technical or vocational school/ Community College/CEGEP	5
F	Some University	6
G	Completed University	7
H	Post Graduate courses/degree	8

23. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CHECK BOX)

______________________________ IN __________________________ 22-
(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

24. Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME: ____________________

ADDRESS: ____________________

CITY/TOWN: ____________ PROVINCE/STATE: ________

POSTAL/ZIP CODE: ____________________ 23-

IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

____________ AREA CODE ____________ TELEPHONE NUMBER

IF RESPONDENT IS PASS-THROUGH (Q.8 TO 11), DO NOT GIVE MAILBACK. SAY:

Thank you very much for your co-operation. In appreciation we would like you to have this Alberta souvenir.

IF RESPONDENT IS VISITOR (Q.12 TO 20), SAY:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us.

The envelope provided is already addressed and stamped for your convenience. Your answers will help to improve park services and facilities in the future.

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

29/34

CARD 1

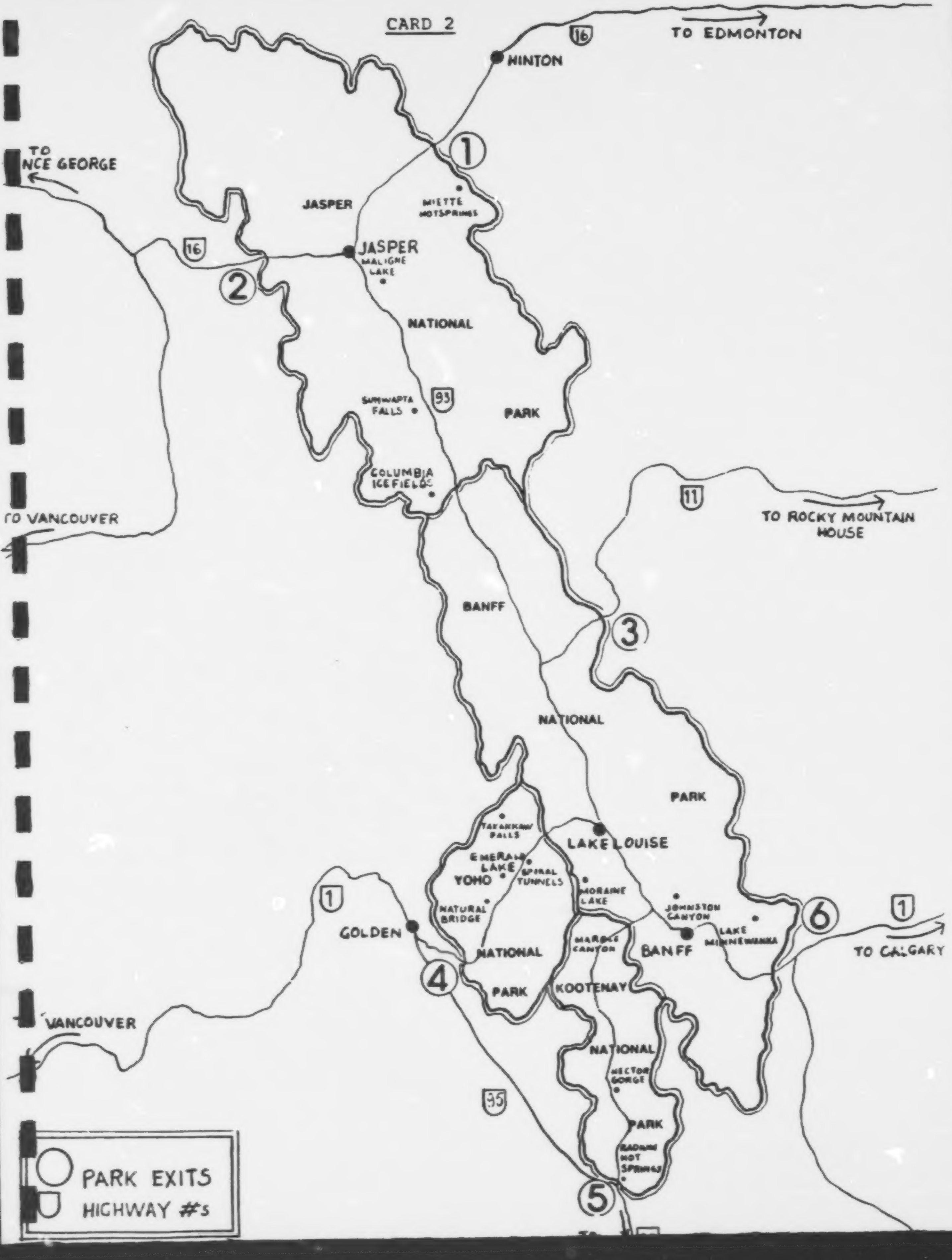
(Q.2-A)

2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY

3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS

4 COMMUTING TO OR FROM WORK OR SCHOOL

5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS


CARD 2
TO EDMONTON
16
HINTON
1
TO
NCE GEORGE
MIETTE HOTSPRINGS
JASPER
JASPER
16
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
TO VANCOUVER
11
TO ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
SPIRAL TUNNELS
YOHO
MORAINE LAKE
1
NATURAL BRIDGE
JOHNSTON CANYON
6
1
GOLDEN
LAKE MINNEWANKA
MARBLE CANYON
BANFF
NATIONAL
TO CALGARY
4
PARK
KOOTENAY
VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
PARK EXITS
HIGHWAY #s
5

CARD 3

(Q.6-C, Q.12-A)

BUSINESS:	ATTENDING A SPECIAL MEETING LIKE A CONFERENCE, CONVENTION, SEMINAR OR TRADE SHOW
	OTHER BUSINESS
PERSONAL:	FAMILY AFFAIRS: E.G. VISITING FRIENDS OR RELATIVES, WEDDINGS, FUNERALS, ETC.
	ERRANDS: E.G. SHOPPING, BANKING, DOCTOR, ETC.
PLEASURE:	VACATION
	RECREATIONAL DAY-USE
	VISITING VACATION HOME

CARD 4
(Q.10)

1987

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1988

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CARD 5

(Q.13-B)

1. HOTEL, MOTEL, RESORT OR LODGE
2. COMMERCIAL COTTAGE OR CABIN
3. BED AND BREAKFAST ESTABLISHMENT
4. YOUTH HOSTEL
5. CAMPSITE OR TRAILER PARK
6. BACK COUNTRY CAMPING
7. WITH FRIENDS OR RELATIVES OR AT YOUR OWN VACATION HOME

CARD 6
(Q.14-B)

TRANSPORTATION:

BY AIR

BY TRAIN

BY BUS

BY BOAT

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS, OR LIFT TICKETS, ETC. (EXCLUDING SEASON LIFT PASSES)

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS)

AUTO RENTAL (PICKED UP ELSEWHERE)

CARD 7
(Q.17-A)

AUTO RENTAL (PICKED UP IN BANFF, JASPER, YOHO OR KOOTENAY NATIONAL PARKS

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING, TOURS OR LIFT TICKETS (EXCLUDING SEASON LIFT PASSES)
NONE OF THESE

CARD 8
(Q.18-A)

LODGING IN THE PARKS, EXCLUDING CAMPING OR TRAILER PARK

CAMPING FEES

FOOD AND BEVERAGES BOUGHT IN RESTAURANTS, HOTELS OR BARS IN THE PARKS

GROCERIES & BEVERAGES BOUGHT IN STORES IN THE PARKS

VEHICLE GAS & OIL, MAINTENANCE OR REPAIRS BOUGHT FROM STATIONS WITHIN THE PARKS

TRANSPORTATION WITHIN THE PARKS, INCLUDING SHUTTLE BUSES, TAXIS, ETC.

AUTO RENTAL FOR VEHICLES PICKED UP IN THE PARKS

RECREATION & ENTERTAINMENT INCLUDING TOURS, TICKETS, EQUIPMENT RENTALS, ETC.

CONFERENCE OR CONVENTION REGISTRATION FEES

PARK ENTRANCE FEES/LICENCE FEES

RETAIL STORE PURCHASES, SUCH AS SOUVENIRS, EQUIPMENT, FILM, CLOTHING, ETC.

OLYMPIC CARD

I visited the Parks because I was in the area to help stage, cover or participate in Olympic events

I visited the Parks because I was in the area to watch Olympic events

Things I saw or heard about in connection with the Olympics made me want to visit the Parks

I had to reschedule my plans to visit the Parks because of the Olympics

or, The Olympics had nothing to do with my decision to visit the Parks

CARD 9

(Q.21)

A	0-5 YEARS
B	6-15 YEARS
C	16-19 YEARS
D	20-24 YEARS
E	25-34 YEARS
F	35-44 YEARS
G	45-54 YEARS
H	55-64 YEARS
I	65-74 YEARS
J	75 YEARS OR OVER

CARD 10

(Q.22)

A	SOME ELEMENTARY OR GRADE SCHOOL
B	COMPLETED ELEMENTARY OR GRADE SCHOOL
C	SOME HIGH SCHOOL OR SECONDARY SCHOOL
D	COMPLETED HIGH SCHOOL OR SECONDARY SCHOOL
E	TECHNICAL OR VOCATIONAL SCHOOL, COMMUNITY COLLEGE OR CEGEP
F	SOME UNIVERSITY
G	COMPLETED UNIVERSITY
H	POST GRADUATE COURSES OR DEGREE

CHARTERED MOTORCOACH QUESTIONNAIRES

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

NATIONAL PARKS VISITOR SURVEY

Dear Tour Guide:

Ruston/Tomany & Associates, a market research firm, is conducting a study on behalf of the Governments of Canada, Alberta and British Columbia. The information from this study will be used to help plan the future of the Parks and to ensure that the facilities are provided which make the Parks attractive to tourists from all parts of the world.

As part of our study, we wish to obtain information from visitors travelling on charter bus tours. We recognize that this is an extremely important sector of the visitor market and we want to make sure that the opinions of tour bus passengers are included in our study. In order to do this, we are distributing self-completion questionnaires to a sample of bus tour passengers as they board their motorcoach on the day they are leaving the Parks. Passengers on your tour may be approached as they board their bus, by Ruston/Tomany interviewers, and given questionnaires to complete and mail back to us. Postage paid envelopes are being provided for the return mailing. When distributing the questionnaires, our interviewers will not impede the progress of your group nor delay your departure.

We would greatly appreciate your cooperation in this matter. It would be most helpful if you would encourage passengers to complete the questionnaires and to mail them on the same day as they receive them.

Thanking you in anticipation of your assistance.

Yours sincerely,

Denis Tomany
President

DT:as

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

Dear Visitor:

Ruston/Tomany & Associates, a market research firm, is conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks - Banff, Jasper, Yoho and Kootenay. The information from this study will be used to help plan the future of the Parks.

Could you please take a few moments to complete the two attached questionnaires and return them to us in the postage-paid envelope provided.

It is important that only one member of your travel party completes the questionnaires (by travel party we do not mean everyone on your bus). Please read questions 1 and 2 on the Charter Questionnaire (on long paper) to determine who, in your travel party, should be completing the questionnaires.

Since some of the questions are about expenditures in the Parks, please complete the questionnaire after your bus has stopped for the last time in the Parks.

Please mail the completed questionnaires today -- either when you arrive at your hotel or from the airport if you are flying out today. Postage is already paid so you do not have to put stamps on the envelope if it is mailed in Canada or the U.S.

Finally, I would like to thank you for your co-operation and hope that you had a very enjoyable visit to the Parks.

Yours sincerely,

D. T

Denis Tomany
President

DT:as

Ruston/Tomany & Associates Ltd. R/T 19151

5-0

CHARTER QUESTIONNAIRE 6-1
WINTER 7-1

Hello, I am from Ruston/Tomany & Associates, a market research firm. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay. Would you please take a few minutes to complete this questionnaire?

19/

1. How many people in your travel party are 16 years or older and how many are under 16 years? By travel party I do not mean everyone on your bus (WRITE IN BELOW).

16 years or older ______________________ 20-
WRITE IN NUMBER 21-

Under 16 years old ______________________ 22-
WRITE IN NUMBER 23-

2. Of all the people 16 years or over in your travel party, whose birthday is next? (WRITE IN FIRST NAME BELOW).

WRITE IN FIRST NAME: ______________________________________

Please ask the person whose name you wrote in at question 2 to complete the rest of the questionnaire.

For most of the remaining questions, you will be provided with several choices with a number next to each one. Please just circle the number beside the answer you choose. For example:
My favourite colour is...

Red	[✓ 1]
Green	2
Blue	3
Yellow	4

24/45

3. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY).

46-
______________________ ______________________ ______________________ 47-
CITY OR TOWN PROVINCE OR STATE COUNTRY 48-

4. What is the furthest place from home you have visited or will visit on this trip?

49-
______________________ ______________________ ______________________ 50-
CITY OR TOWN PROVINCE OR STATE COUNTRY 51-

5. Is the National Park System the main destination of your trip?

52-

Yes	1
No	2

53/

6. Please look at the map and indicate whether or not you entered each of the four National Parks since leaving home on this trip? (PLEASE CIRCLE ONE NUMBER FOR EACH PARK).

	DID NOT ENTER AT ALL	ENTERED	
Banff National Park	1	2	54-
Jasper National Park	1	2	55-
Yoho National Park	1	2	56-
Kootenay National Park	1	2	57-

58/80

5-4
6-2
13/

7. How many nights, if any, will you be away from home on this entire trip?

14-
NUMBER OF NIGHTS (ENTIRE TRIP) ______________ 15-
WRITE IN 16-

8. And how many nights in total, did you spend in the National Parks since leaving home on this trip?

17-
NUMBER OF NIGHTS IN THE PARKS ______________ 18-
WRITE IN 19-

9. We are interested in the overnight accommodations you used in the Parks. For each overnight stop you made at a different accommodation in the Parks, please write in the name and location of the accommodation, the type of accommodation it was and the number of nights you stayed there.

Legend - TYPE OF ACCOMMODATION

1) Hotel/Motel/Resort/Lodge
2) Commercial cottage/cabin
3) Bed and breakfast
4) Youth Hostel
5) Campsite/trailer park
6) Back country camping
7) Friends/relatives/own vacation home

	OVER-NIGHT STOP	NAMES AND LOCATIONS OF ACCOMMODATION (WRITE IN BELOW)	TYPES OF ACCOMMODATION (REFER TO LEGEND TO CIRCLE THE APPROPRIATE NUMBER BELOW)	NUMBER OF NIGHTS STAYED THERE (WRITE IN NUMBER)
20-	FIRST:	____________	1 2 3 4 5 6 7	________
26-	SECOND:	____________	1 2 3 4 5 6 7	________
32-	THIRD:	____________	1 2 3 4 5 6 7	________
38-	FOURTH:	____________	1 2 3 4 5 6 7	________
44-	FIFTH:	____________	1 2 3 4 5 6 7	________
50-	SIXTH:	____________	1 2 3 4 5 6 7	________
56-	SEVENTH:	____________	1 2 3 4 5 6 7	________
62-	EIGHTH:	____________	1 2 3 4 5 6 7	________

68/69

IF YOU ARE NOT THE PERSON IN YOUR TRAVEL PARTY WHO IS MOST KNOWLEDGEABLE ABOUT YOUR PARTY'S TRAVEL EXPENSES, PLEASE ASK THAT PERSON TO HELP YOU ANSWER THE NEXT FEW QUESTIONS ON TRIP EXPENDITURES.

10. Were any of your expenses for this trip to the Parks paid for before you entered the National Parks?

Yes	1	70/
No	2 PLEASE GO TO Q.14	71/80

5-4
6-3

11-a) Please indicate below the items which you prepaid before you entered the Parks. (CIRCLE APPROPRIATE NUMBER UNDER COLUMN a).

-b) For each item prepaid indicate whether it was part of a package (i.e. 2 or more items purchased together) or was prepaid separately. (CIRCLE APPROPRIATE NUMBERS UNDER COLUMN -b).

-c) For each item prepaid separately (not part of a package), please write in the total amount paid. WRITE IN THE AMOUNT AND THE CURRENCY (E.G. FRANC, DEUTSCHEMARK, YEN, U.S. DOLLARS, CANADIAN DOLLARS, ETC.).

	-a)	-b)		-c) FOR ITEMS PAID SEPARATELY ONLY RECORD		10- 11-
	ITEMS PREPAID	PACKAGE	SEPARATELY	AMOUNT	CURRENCY	12-
Accommodation	1	1	1	$______	________	13-
Food/beverages	2	2	2	$______	________	17-
Entertainment, activities, sightseeing tours, lift tickets (excluding season lift passes)	3	3	3	$______	________	21-
Auto rental picked up in the Parks	4	4	4	$______	________	25-
Auto rental picked up outside the Parks	5	5	5	$______	________	29-
Transportation	6	6	6	$______	________	33-
None of these	9 PLEASE GO TO Q.14					

IF YOU PREPAID ITEMS AS PART OF A PACKAGE PLEASE ANSWER QUESTION 12. OTHERWISE GO TO QUESTION 13.

12-a) What was the total amount paid for all people in your travel party for the prepaid package? WRITE IN AMOUNT AND CURRENCY.

$__________________ AMOUNT ____________________ CURRENCY 37-

-b) How many nights in total were included in your prepaid package and how many of those nights were spent in the Parks?

__________________ NIGHTS IN TOTAL ____________________ NIGHTS SPENT IN PARK 41- 44-

-c) If transportation was included in your prepaid package, please write in where you first boarded this transportation. 47- 48- 49-

____________________ (NEAREST) CITY/TOWN ____________________ PROVINCE/STATE ____________________ COUNTRY

13. IF YOU PREPAID ACCOMMODATION SEPARATELY (NOT AS PART OF A PACKAGE), PLEASE ANSWER QUESTION 13. OTHERWISE GO TO QUESTION 14.

How many nights in total did this prepaid accommodation cover and how many of those nights were spent in the Parks?

50-
53-

______________________ TOTAL NIGHTS PREPAID

______________________ NIGHTS IN PARK

56-58/

14-a) For each expenditure category listed below, please indicate the total amount spent within the Parks by everyone in your travel party during the entire visit in the Parks. Include all purchases made by cash, credit card, traveller's cheque and cheque. However, do not include any prepaid expenses listed in the previous questions.

How much was spent by everyone in your travel party for...? RECORD AMOUNT IN CANADIAN DOLLARS FOR EACH CATEGORY LISTED BELOW. IF YOU DON'T KNOW THE AMOUNT IN CANADIAN CURRENCY WRITE IN AMOUNT AND SPECIFY THE APPROPRIATE CURRENCY IN THE SPACE PROVIDED.

	IF NONE CHECK BOX	AMOUNT IN CANADIAN $	OTHER CURRENCY (PLEASE SPECIFY CURRENCY AMOUNT AND TYPE)	
				59- 60-
Lodging in the Parks, excluding camping/trailer park	☐	$__________	__________	61-
Camping fees	☐	$__________	__________	65-
Food and beverages bought in restaurants or hotels or bars in the Parks	☐	$__________	__________	69-
Groceries & Beverages bought in stores in the Parks	☐	$__________	__________	73-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Parks	☐	$__________	__________	77-
				5-4 6-4
Transportation within the Parks including shuttlebuses, taxis, etc.	☐	$__________	__________	13-
Auto Rental for vehicles picked up in the Parks	☐	$__________	__________	17-
Recreation & Entertainment including tours, lift tickets, equipment rentals, etc., bought in the Parks	☐	$____________________		21-
Conference or convention registration fees in the Parks	☐	$__________	__________	25-
Park entrance fees/licence fees	☐	$__________	__________	29-
Retail store purchases, such as souvenirs, equipment, film clothing, etc., bought in Parks	☐	$__________	__________	33-
Approximate Total		$__________	__________	37-56

57/60

-b) Did any member of your party use a season lift pass today?

YES	1
NO	2

-c) For each person who used a season pass, please indicate the total price paid for that pass and the number of days the pass was used on this trip.

	PRICE	NUMBER OF DAYS USED ON THIS TRIP
Person 1	$__________	______________
Person 2	$__________	______________
Person 3	$__________	______________
Person 4	$__________	______________
Person 5	$__________	______________

15-a) Please write in your own words what attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip?

____ 61-

____ 62-

____ 63-

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as...? CIRCLE ONE ANSWER.

	Excellent	1	64-
	Very Good	2	
	Good	3	
	Fair	4	
or	Poor	5	

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (WRITE IN BELOW)

____ 65-

____ 66-

____ 67-

16. Which of the following statements best describes what impact the staging of the 1988 Winter Olympics had on your decision to make this trip? CIRCLE ONE ANSWER.

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	1	68-
	I visited the Parks because I was in the area to watch Olympic events	2	
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	3	
	I had to reschedule my plans to visit the Parks because of the Olymics	4	
OR	The Olympics had nothing to do with my decision to visit the Parks	5	

17. Please record the age and sex of everyone in your travel party, including yourself. Write in your own age and sex on the first line.

	AGE	SEX MALE	 FEMALE	
You:	________ years	1	2	69-
	________ years	1	2	71-
	________ years	1	2	73-
	________ years	1	2	75-
	________ years	1	2	77-
				6-5
	________ years	1	2	13-
	________ years	1	2	15-
	________ years	1	2	17-

19/21

18. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX).

________________________ IN ________________________ 22-

(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

19. Please write in your name and complete mailing address including postal/zip code.

RESPONDENT NAME: ________________________
ADDRESS: ________________________
CITY/TOWN: ____________ PROVINCE/STATE: ____________ 23-
COUNTRY: ________________________
POSTAL/ZIP CODE: ________________________
PHONE NUMBER: ____________ ____________
AREA CODE NUMBER

Thank you very much for completing this questionnaire. Please now complete the second questionnaire about what you did in the Parks and your opinions on the Parks and their facilities. When you have completed both questionnaires, please put them in the envelope provided.

PLEASE MAIL THESE QUESTIONNAIRES TODAY -- EITHER WHEN YOU ARRIVE AT YOUR HOTEL OR FROM THE AIRPORT IF YOU ARE FLYING OUT TODAY.

POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.

29/30

SKI HILL QUESTIONNAIRES

(DUSK STRATUM)

SKIER

The administration of the skier questionnaire is almost identical to that of the Roadside version, except that there will be no passthrough component.

Screener

Q.A. We want to know if they are heading out of the Parks today. If not, terminate and erase.

Q.B. We want to know if they are leaving by the Banff East Gate when we are interviewing at Sunshine, Louise or Mt. Norquay.

When we are at Marmot Basin in Jasper, we want to know if they are leaving by the Jasper East Gate.

If they are not leaving by the specified gate, circle the next available number in the Tally Box below the question and approach another respondent, using the same screener, until you find a respondent leaving by the appropriate gate.

Q.C. We want to know what time they will be passing through the Park Gate. Be sure the respondent gives you a time, not "later" or "this evening" etc. A rough estimate will do, but it must be expressed as a time of day.

N.B. Be sure the respondent knows where the park gate you are speaking of is located. (Banff East Gate is just before the first Canmore exit; Jasper East Gate is about 40 miles (65 kilometers) east of the Town of Jasper.)

The rest of the screener is identical to the winter Roadside screener, except we do not screen for passthroughs at Q.7-b).

When screening has been completed, hand the respondent one of the envelopes containing the visitor questionnaire, the mailback, map and letter. As you are handing this package to the respondent, make sure you record the number at the top of the questionnaire and write on top of page 1 of your screener.

Also, please write the stint number on each questionnaire before it is distributed.

Thank respondent, ask him to fill out and mail back the questionnaires today, and hand him an Alberta souvenir.

Ruston/Tomany & Associates Ltd. R/T 19151
5- 7
6-1
7-1
8/

Ski Hill Screener
WINTER

Location:______________________ Start:______________ A.M.13- P.M.14-

Date:__________________________ Finish:_____________ A.M. P.M.
Day Month 15-

Interviewer:____ 18-

INTRODUCTION: Hello, my name is ____________________ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 19-

A. Are you leaving the National Parks today? (CIRCLE ONE)

Yes 1

No 2 TERMINATE AND ERASE

B. Will you be leaving the National Parks by the Banff East Gate on Highway 1/Jasper East Gate on Highway 16...(READ APPROPRIATE GATE FOR PARK YOU ARE INTERVIEWING IN)?

Yes 1

No 2

RECORD IN TALLY BOX AND SAVE SCREENER.

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

C. At about what time will you be passing through this gate? (WRITE IN TIME)

____________________ A.M. P.M.
TIME

1. RECORD NUMBER OF PEOPLE IN VEHICLE IN THE TWO AGE GROUPS. IF YOU CANNOT COMPLETE THIS BY OBSERVATION, ASK THE DRIVER TO TELL YOU HOW MANY PEOPLE IN THE VEHICLE ARE:

16 YEARS OR OVER ____________ (WRITE IN) UNDER 16 YEARS ____________ (WRITE IN) 20- 21- 22- 23-

(HAND CARD 1)

2-a) Does anyone in this vehicle, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in this vehicle. RECORD BELOW.

NONE	24-	1 SKIP TO Q.3
On a sales/service call/pick-up/delivery		2 TERMINATE AND SAVE SCREENER
Member of a work crew/employee in Parks		3 TERMINATE AND SAVE SCREENER
Commuting to or from work or school		4 TERMINATE AND SAVE SCREENER
Permanent/seasonal resident in Parks		5

-b) Is everyone in this vehicle a permanent/seasonal resident in the parks?

Yes 25- 1 TERMINATE AND SAVE SCREENER

No 2

-c) How many people in this vehicle who are 16 years of age or older are permanent/seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ ____________________ 26-
(WRITE IN) 27-

None 00

-d) And how many people in this vehicle who are under 16 years of age are permanent/seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 ____________________ 28-
(WRITE IN) 29-

None 00

TERMINATE AND SAVE SCREENER

3. IF ONLY ONE PERSON IN VEHICLE 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN VEHICLE 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your vehicle. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY:________________
AND ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON.

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time 30-1

Plan to return 2 THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 31- 1 SAVE SCREENER

32\45

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY). 46- 47- 48-

______________	______________	______________
CITY OR TOWN	PROVINCE OR STATE	COUNTRY

(HAND CARD 2 AGAIN) 49/53

6. CIRCLE CODE 2 BESIDE THE PARK RESPONDENT IS EXITING FROM AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK:
Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

	NO	YES
Banff National Park	54- 1	2
Jasper National Park	55- 1	2
Yoho National Park	56- 1	2
Kootenay National Park	57- 1	2

7-a) FOR EACH PARK ENTERED IN Q.7-a), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58-1	59-1	60-1	61-1
No	2	2	2	2

-b) FOR EACH PARK ENTERED IN Q.7-a), ASK:

While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

66/80

8-a) In which of the parks, if any, did you spend any nights? Did you spend any nights in...(READ EACH PARK ENTERED. RECORD UNDER -a) BELOW)?

-b) Any how many nights in total did you spend in...(READ EACH PARK IN WHICH NIGHTS SPENT. WRITE IN UNDER -b) BELOW)

5-6
6-2

	-a) SPENT NIGHTS	-a) NO NIGHTS SPENT	-b) NUMBER OF NIGHTS SPENT	
Banff National Park	1	2	______________	11-
Jasper National Park	1	2	______________	15-
Yoho National Park	1	2	______________	19-
Kootenay National Park	1	2	______________	23-
NO NIGHTS SPENT IN PARKS	1			

9-a) And now could you please give me your best estimate of the total amount spent within the National Parks by everyone in the vehicle? Please include all expenditures made by cash, cheque, traveller's cheque and credit card. (WRITE IN AMOUNT BELOW). And what currency is that? (WRITE IN CURRENCY BELOW).

TOTAL ESTIMATE ______________ IN ______________ 27-
AMOUNT CURRENCY

-b) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No	31-1
Yes	2

10-a) Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME: ______________

ADDRESS: ______________

CITY/TOWN: ______________ PROVINCE/STATE: ______________

POSTAL/ZIP CODE: ______________

32-

-b) IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

______________ ______________
AREA CODE TELEPHONE NUMBER

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	38-1		
Light Truck/Pick-up	2	Tent Trailer	39-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		
Other (SPECIFY) ______________			

READ:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us. (HAND OUT VISITOR QUESTIONNAIRE AND MAILBACK.)

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

Dear Visitor:

Ruston/Tomany & Associates, a market research firm, is conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks - Banff, Jasper, Yoho and Kootenay. The information from this study will be used to help plan the future of the Parks.

Could you please take a few moments to complete the two attached questionnaires and return them to us in the postage-paid envelope provided.

It is important that only one member of your travel party completes the questionnaires. That person is the one who was selected to be interviewed when you were in the Parks.

Please mail the completed questionnaires today -- either when you arrive home or when you stop for the night. Postage is already paid so you do not have to put stamps on the envelope if it is mailed in Canada or the U.S.

Finally, I would like to thank you for your co-operation and hope that you had a very enjoyable visit to the Parks.

Yours sincerely,

Denis Tomany
President

DT/is

WINTER
R/T 19151
5-6
6-2
7-1

Ruston/Tomany & Associates Ltd.

National Parks Visitor Survey
(Visitor)

THIS QUESTIONNAIRE IS TO BE COMPLETED BY THE SAME PERSON IN THE TRAVEL PARTY WHO WAS SELECTED TO ANSWER THE INTERVIEWER'S QUESTIONS IN THE PARK. THAT PERSON IS ____________________________________ (NAME).

For most of the following questions, you will be provided with several choices with a number next to each one. Please just circle the number beside the answer you choose. For example: My favourite colour is...

Red	[✓ 1]
Green	2
Blue	3
Yellow	4

1-a) What is the furthest place from home you have visited or will visit on this trip?

40-
41-
________________ CITY OR TOWN ________________ PROVINCE OR STATE ________________ COUNTRY 42-

-b) Was the National Park System the main destination of your trip?

Yes	1	43-
No	2	

2-a) Which one of the descriptions listed below best describes the main purpose of your entire trip? CIRCLE ONE ONLY UNDER Q.2-a) BELOW.

-b) Which one of the descriptions listed below best describes the main purpose of your trip to the National Parks? CIRCLE ONE ONLY UNDER Q.2-b) BELOW.

		-a) Main Purpose Of Entire Trip	-b) Main Purpose Of National Parks Portion Of Trip	
Business:	Attending a special meeting like a conference, convention, seminar or trade show	1	1	44- 45-
	Other Business	2	2	
Personal:	Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc.	3	3	
	Errands: e.g. shopping, banking, doctor, etc.	4	4	
Pleasure:	Vacationing	5	5	
	Recreational day-use	6	6	
	Visiting vacation home	7	7	
Just passing through			8	
Other Purpose (SPECIFY)		__________	__________	

3. How many nights, if any, will you be away from home on this entire trip?

46-

NUMBER OF NIGHTS (ENTIRE TRIP) ______________ IF NO NIGHTS 47-
WRITE IN AWAY PLEASE 48-
GO TO Q.6.

4. And how many nights in total, did you spend in the National Parks since leaving home on this trip?

49-

NUMBER OF NIGHTS IN THE PARKS ______________ IF NO NIGHTS 50-
WRITE IN IN PARKS GO 51-
TO Q.6

IF YOU STAYED OVERNIGHT IN THE PARKS, PLEASE ANSWER Q.5.

5. We are interested in the overnight accommodations you used in the Parks. For each overnight stop you made at a different accommodation in the Parks, please write in the name and the location of the accommodation, the type of accommodation it was and the number of nights you stayed there.

Legend - TYPE OF ACCOMMODATION

1) Hotel/Motel/Resort/Lodge
2) Commercial cottage/cabin
3) Bed and breakfast
4) Youth Hostel
5) Campsite/trailer park
6) Back country camping
7) Friends/relatives/own vacation home

OVER-NIGHT STOP	NAMES AND LOCATIONS OF ACCOMMODATION (WRITE IN BELOW)	TYPES OF ACCOMMODATION (REFER TO LEGEND TO CIRCLE THE APPROPRIATE NUMBER BELOW)	NUMBER OF NIGHTS STAYED THERE (WRITE IN NUMBER)
FIRST:	52-________________	1 2 3 4 5 6 7 8	__________
SECOND:	58-________________	1 2 3 4 5 6 7 8	__________
THIRD:	64-________________	1 2 3 4 5 6 7 8	__________
FOURTH:	70-________________	1 2 3 4 5 6 7 8	__________
FIFTH:	11-________________	1 2 3 4 5 6 7 8	__________
SIXTH:	17-________________	1 2 3 4 5 6 7 8	__________
SEVENTH:	23-________________	1 2 3 4 5 6 7 8	__________
EIGHTH:	29-________________	1 2 3 4 5 6 7 8	__________

76/80
5-6
6-3

6. Were any of your expenses for this trip to the Parks paid for before you entered the National Parks?

No 1 PLEASE GO TO Q.10 35-
Yes 2

IF YOU PRE-PAID ANY EXPENSES FOR THIS TRIP TO THE PARKS, PLEASE ANSWER Q.7.

7-a) Please indicate below the items which you prepaid before you entered the Parks. (CIRCLE APPROPRIATE NUMBER UNDER COLUMN a).

-b) For each item prepaid indicate whether it was part of a package (i.e. 2 or more items purchased together) or was prepaid separately. (CIRCLE APPROPRIATE NUMBERS UNDER COLUMN -b).

-c) For each item prepaid separately (not part of a package), please write in the total amount paid. WRITE IN THE AMOUNT AND THE CURRENCY (E.G. FRANC, DEUTSCHMARK, YEN, U.S. DOLLARS, CANADIAN DOLLARS, ETC.).

	-a)	-b)		-c)		36-
				FOR ITEMS PAID SEPARATELY ONLY RECORD		37- 38-
	ITEMS PREPAID	PACKAGE	SEPARATELY	AMOUNT	CURRENCY	
Accommodation	1	1	1	$______	________	39-
Food/beverages	2	2	2	$______	________	43-
Entertainment, activities, sightseeing tours, lift tickets (excluding season lift passes)	3	3	3	$______	________	47-
Auto rental picked up in the Parks	4	4	4	$______	________	51-
Auto rental picked up outside the Parks	5	5	5	$______	________	55-
Transportation	6	6	6	$______	________	59-
None of these	9 PLEASE GO TO Q.10					

IF YOU PREPAID ITEMS AS PART OF A PACKAGE PLEASE ANSWER QUESTION 8. OTHERWISE GO TO QUESTION 9.

8-a) What was the total amount paid for all people in your vehicle for the prepaid package? WRITE IN AMOUNT AND CURRENCY.

$____________________ AMOUNT ____________________ CURRENCY 63-

-b) How many nights in total were included in your prepaid package and how many of those nights were spent in the Parks? 67-

____________________ NIGHTS IN TOTAL ____________________ NIGHTS SPENT IN PARK 70-

-c) If transportation was included in your prepaid package, please write in where you first boarded this transportation. 73- 74- 75-

____________________ (NEAREST) CITY/TOWN ____________________ PROVINCE/STATE ____________________ COUNTRY

IF YOU PREPAID ACCOMMODATION SEPARATELY (NOT AS PART OF A PACKAGE), PLEASE ANSWER QUESTION 9. OTHERWISE GO TO QUESTION 10.

9. How many nights in total did this prepaid accommodation cover and how many of those nights were spent in the Parks? 76- 79-

____________________ TOTAL NIGHTS PREPAID ____________________ NIGHTS IN PARK

80/

5-6
6-4

10-a) For each expenditure category listed below, please indicate the total amount spent within the Parks by everyone in the vehicle during the entire visit in the Parks. Include all purchases made by cash, credit card, traveller's cheque and cheque. However, do not include any prepaid expenses listed in the previous questions.

How much was spent by everyone in the vehicle for...? RECORD AMOUNT IN CANADIAN DOLLARS FOR EACH CATEGORY LISTED BELOW. IF YOU DON'T KNOW AMOUNT IN CANADIAN CURRENCY, WRITE IN AMOUNT AND SPECIFY THE CURRENCY IN THE SPACE PROVIDED.

	IF NONE CHECK BOX	AMOUNT IN CANADIAN $	OTHER CURRENCY (PLEASE SPECIFY CURRENCY AMOUNT AND TYPE)	11- 12-
Lodging in the Parks, excluding camping/trailer park	☐	$________	________	13-
Camping fees	☐	$________	________	17-
Food and beverages bought in Restaurants or hotels or bars in the Parks	☐	$________	________	21-
Groceries & Beverages bought in stores in the Parks	☐	$________	________	25-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Park	☐	$________________		29-
Transportation within the Parks including shuttlebuses, taxis, etc.	☐	$________	________	33-
Auto Rental for vehicles picked up in the Parks	☐	$________	________	37-
Recreation & Entertainment including tours, lift tickets, equipment rentals, etc., bought in the Parks	☐	$________	________	41-
Conference or convention registration fees in the Parks	☐	$________	________	45-
Park entrance fees/licence fees	☐	$________	________	49-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc., bought in Parks	☐	$________	________	53-
Approximate Total		$________	________	56- 60-

-b) Did any member of your party use a season lift pass today?

YES 1

NO 2

-c) For each person who used a season pass, please indicate the total price paid for that pass and the number of days the pass was used on this trip.

	PRICE	NUMBER OF DAYS USED ON THIS TRIP
Person 1	$________	________
Person 2	$________	________
Person 3	$________	________
Person 4	$________	________
Person 5	$________	________

11-a) Please write in your own words what attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip?

____61-

____62-

____63-

____

____

____

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as...? (CIRCLE ONE ANSWER).

	Excellent	1	64-
	Very Good	2	
	Good	3	
	Fair	4	
or	Poor	5	

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (WRITE IN BELOW)

____65-

____66-

____67-

____

____

____

12. Which of the following statements best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip? (CIRCLE ONE ANSWER).

	I visited the Parks because I was in the area to help stage, cover or participate in Olympic events	1	68-
	I visited the Parks because I was in the area to watch Olympic events	2	
	Things I saw or heard about in connection with the Olympics made me want to visit the Parks	3	
	I had to reschedule my plans to visit the Parks because of the Olympics	4	
OR	The Olympics had nothing to do with my decision to visit the Parks	5	

69/80

5-6
6-5
7-1

13. Please record the age and sex of everyone in this vehicle, including yourself. Write in your own age and sex on the first line.

11/22

	AGE		SEX MALE	 FEMALE	
You:	________	years	1	2	23-
	________	years	1	2	25-
	________	years	1	2	27-
	________	years	1	2	29-
	________	years	1	2	31-
	________	years	1	2	33-
	________	years	1	2	35-
	________	years	1	2	37-

14. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX AND WRITE IN TYPE OF JOB AND COMPANY YOU HAVE RETIRED FROM).

________________________ IN ________________________ 39-
(TYPE OF JOB) (TYPE OF COMPANY)

☐ RETIRED

Thank you very much for completing this questionnaire. Please now complete the second questionnaire about what you did in the Parks and your opinions on the Parks and their facilities. When you have completed both questionnaires, please put them in the envelope provided.

PLEASE MAIL THESE QUESTIONNAIRES TODAY.

POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.

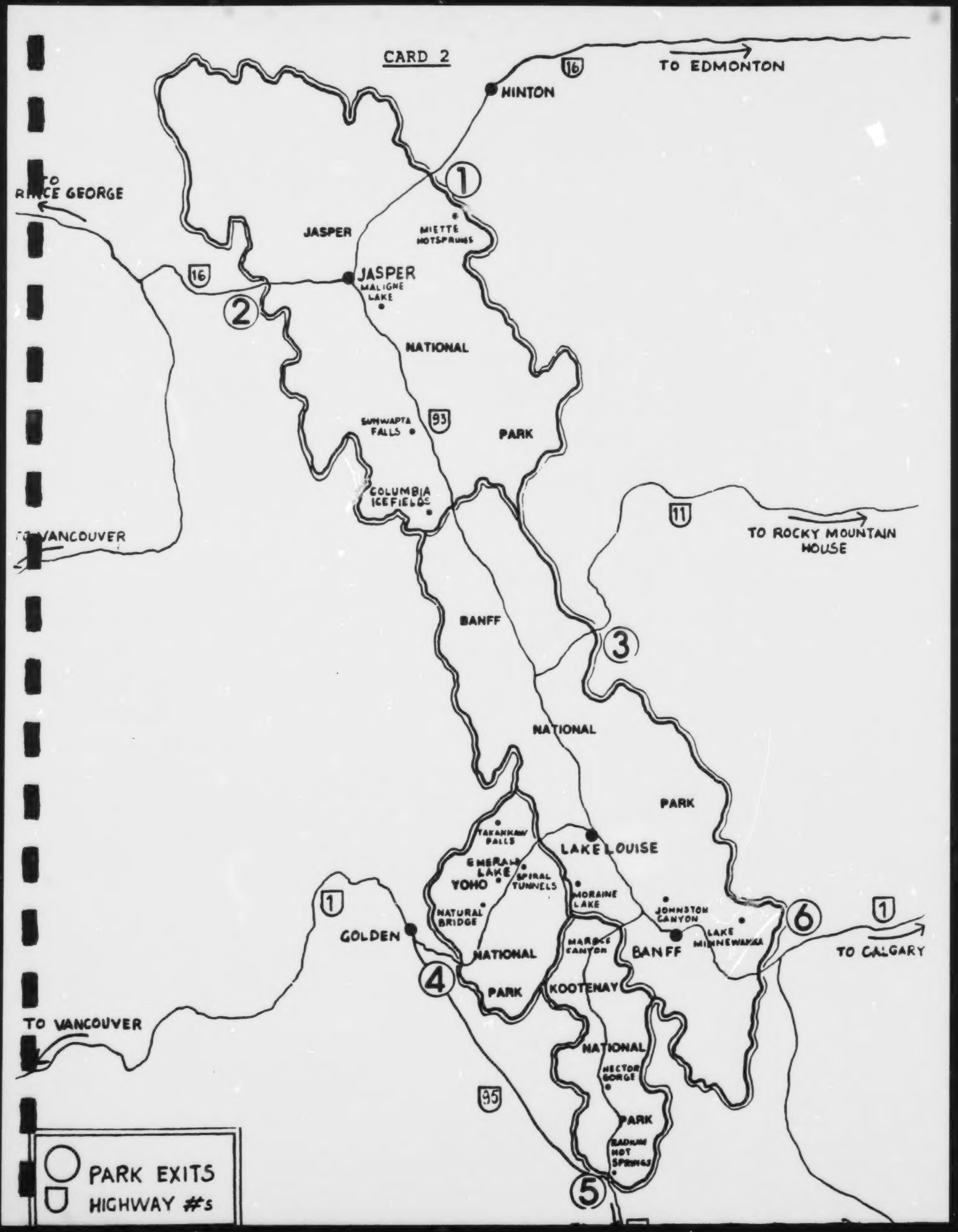
CARD 1
(Q.2-A)

2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY

3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS

4 COMMUTING TO OR FROM WORK OR SCHOOL

5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS


CARD 2
TO EDMONTON
16
HINTON
1
TO PRINCE GEORGE
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
TO VANCOUVER
11
TO ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
NATURAL BRIDGE
1
JOHNSTON CANYON
6
1
GOLDEN
LAKE MINNEWANKA
MARBLE CANYON
BANFF
TO CALGARY
NATIONAL
4
PARK
KOOTENAY
TO VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
5
PARK EXITS
HIGHWAY #s

ATTITUDINAL MAILBACK QUESTIONNAIRE

Distributed To All Parks Visitors
In All Modes For Self-Completion

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

Dear Respondent:

Thank you for taking the time to take part in the National Parks Visitor Survey. This mailback questionnaire will provide us with the additional information we require to get a complete and accurate record of your Park visit. The information you provide will be used to better the National Parks.

Your answers are extremely important, so please complete the questionnaire and return it in the stamped envelope provided.

Yours sincerely,

Denis Tomany
President

DT/ss

NATIONAL PARKS VISITOR SURVEY

5-5

6-1

7-1

A FEW INSTRUCTIONS BEFORE YOU BEGIN

Most questions are multiple choice, with a number next to each of the possible answers. To show your answer, just draw a circle around the number next to the answer that applies.

For example:

My favorite colour is...

Blue	1
Green	2
Red	[✓ 3]
Yellow	4

If more than one answer applies, then circle all appropriate numbers.

A few questions have blank spaces instead of answer numbers. Just complete these in your own words.

IF YOU ONLY SPENT TIME IN YOHO OR KOOTENAY NATIONAL PARKS, PLEASE SKIP TO Q.10 ON PAGE 10. EVERYONE ELSE PLEASE COMPLETE THE ENTIRE QUESTIONNAIRE.

1. In the list below, please circle all the activities and programs in which you participated on this trip to Banff and/or Jasper National Parks. Please do not include activities or programs you participated in only in Yoho or Kootenay National parks. (REFER TO THE MAP AND CIRCLE AS MANY ITEMS AS APPLY).

Sightseeing by car	01
Sightseeing by bus	02
Viewing Wildlife	03
Birdwatching	04
Picnicking	05
Photography	06
Mountain Climbing	07
Ice Climbing	08
Jogging/Running	09
Hiking/Backpacking With Your Own Group Or By Yourself	10
Hiking With A Park Naturalist	11
Attending Park Interpretive Or Educational Programs	12
Attending Course At Banff Centre	13
Scientific Study And Research	14
Fishing	15
Swimming	16
Scuba Diving/Snorkelling	17
Scenic Boat Tours	18
Other Boating/Canoeing/Kayaking/Sailing	19
River Rafting	20
Sailboarding/Windsurfing	21
Horseback/Trail-riding	22
Horsedrawn Carriage Ride	23
Bicycling	24
Golfing	25
Tennis	26
Shopping	27
Attending Movies	28
Attending Banff Festival Of The Arts	29
Attending Other Live Theatre/Concerts/Art Exhibits	30
Visiting Museums/Historical Displays/Sites	31
Attending Sporting Events	32
Attending Other Festivals/Events	33
Downhill Skiing	34
Cross Country Skiing	35
Skating	36
Snowshoeing	37
Horsedrawn Sleigh Rides	38
Dog Sledding	39
Columbia Icefield Snocoach	40
Resting/Relaxing	41
Visit Visitor Information Centre	42

Any Other Activities

(PLEASE WRITE IN)

____

____

Did Not Participate In Any Activities Or Programs 49

18-

2. Which of the attractions listed here did you personally visit in the Banff/Jasper Parks while on this trip?

NATIONAL PARK ATTRACTIONS

TOWNSITES

Banff	01
Jasper	02
Lake Louise	03

LAKES IN BANFF

Bow Lake	04
Hector Lake	05
Lake Louise	06
Lake Minnewanka	07
Moraine Lake	08
Peyto Lake	09
Vermilion Lakes	10
Other Lake(s) In Banff	11
Lake(s) In Banff But Don't Know Name(s)	12

LAKES IN JASPER

Lake Edith And Annette or Lac Beauvert	13
Maligne Lake	14
Medicine Lake ("Disappearing Lake")	15
Patricia And Pyramid Lakes	16
Jasper or Talbot Lakes	17
Other Lake(s) In Jasper	18
Lake(s) In Jasper But Don't Know Name(s)	19

FALLS/SPRINGS IN BANFF

Bow Falls	20
Upper Hot Springs Pool	21
Cave And Basin Hot Springs And Centennial Centre	22
Other Falls/Springs In Banff	23
Falls/Springs In Banff But Don't Know Name(s)	24

FALLS/SPRINGS IN JASPER

Athabasca Falls	25
Miette Hot Springs	26
Punchbowl Falls	27
Sunwapta Falls	28
Other Falls/Springs In Jasper	29
Falls/Springs In Jasper But Don't Know Name(s)	30

GLACIERS/ICEFIELDS IN BANFF AND JASPER

Athabasca Glacier	31
Columbia Icefield	32
Stutfield Glacier	33
Crowfoot Glacier	34
Dome Glacier	35
Other Glaciers/Icefields In Banff And Jasper	36

OTHER NATURAL ATTRACTIONS IN BANFF

Cascade Garden (Banff National Park Building)	37
Castle Mountain	38
Hoodoos (Rock Spires)	39
Johnston Canyon	40
Saskatchewan River Crossing	41
Skoki Valley	42
Egypt Lake Area	43

OTHER NATURAL ATTRACTIONS IN JASPER

Goat Lookout	44
Maligne Canyon/Valley	45
Mount Edith Cavell	46
Valley Of The Five Lakes	47
Tonquin Valley	48
Skyline Trail	49

MUSEUMS/CENTRES IN BANFF

Banff Centre For Fine Arts	50
Banff National Park Museum (Wildlife Displays)	51
Luxton Museum (Indian Culture)	52
Natural History Museum (Geological)	53
Walter J. Phillips Art Gallery	54
Whyte Museum Of The Canadian Rockies (Art Displays)	55
Museums/Centres In Banff But Don't Know Name(s)	56

MUSEUMS/CENTRES/IN JASPER

Columbia Icefield Centre	57
The Den Wildlife Museum	58

HISTORICAL SITES IN BANFF AND JASPER

22-

Bankhead Coal Mine Ghost Town (Banff)	59
Silver City Plaque (Banff)	60
Banff Springs Hotel	61
Old Fort Point Cairn (Jasper)	62
Buffalo Paddock In Banff	63

GONDOLA LIFTS IN BANFF

Lake Louise Gondola Lift	64
Mount Norquay Scenic Lift	65
Sulphur Mountain Gondola Lift	66
Sunshine Village And Gondola	67

GONDOLA LIFTS IN JASPER

Jasper Tramway On Whistler's Mountain	68

SKI RESORTS IN BANFF

Lake Louise	69
Mount Norquay	70
Sunshine Village	71

SKI RESORTS IN JASPER

Marmot Basin	72

31-

3-a) While you were in the Parks, did you take a bus sightseeing tour of either Banff or Jasper National Park which originated in the Parks? (PLEASE CIRCLE ONE NUMBER ONLY)

No	1
Yes	2

IF YES

-b) Was that an overnight tour of the Park or was it a tour which began and ended on the same day? (PLEASE CIRCLE ONE NUMBER ONLY).

Overnight tour	1
Same day tour	2

4-a) What are some of the things you liked about the time you spent in Banff or Jasper National Parks? (PLEASE WRITE IN)

____

____

____

____

-b) What are some of the things you didn't like about the time you spent in Banff or Jasper National Parks? (PLEASE WRITE IN)

____

____

____

____

ANSWER QUESTION 5 IF YOU SPENT TIME IN BANFF NATIONAL PARK

5-a) Please indicate your level of satisfaction with Banff National Park on the following attributes, using a scale from one to seven, where one is very dissatisfied and seven is very satisfied. The more satisfied you were with the Park on the attributes shown, the higher the number you would choose, the less satisfied you were, the lower the number you would choose. CIRCLE ONE NUMBER FOR EACH STATEMENT.

	Very Dissatisfied			Neither Satisfied/ Dissatisfied			Very Satisfied	No Opinion/ Does Not Apply
1. Availability of suitable accommodation	1	2	3	4	5	6	7	9
2. Choice of restaurants/food and beverage services for you	1	2	3	4	5	6	7	9
3. Nightlife, theatre and entertainment	1	2	3	4	5	6	7	9
4. Public washroom facilities	1	2	3	4	5	6	7	9
5. Quality of food/ beverage	1	2	3	4	5	6	7	9
6. Comfort and cleanliness of accommodation	1	2	3	4	5	6	7	9
7. Shopping opportunities	1	2	3	4	5	6	7	9
8. Quality of camping	1	2	3	4	5	6	7	9
9. Quality of service	1	2	3	4	5	6	7	9
10. Wilderness protection and nature conservation	1	2	3	4	5	6	7	9
11. Friendliness, courtesy and hospitality of people working there	1	2	3	4	5	6	7	9
12 Overall cost	1	2	3	4	5	6	7	9

-b) In your opinon what, if anything, is special about Banff National Park which makes it different from other parks you have visited? WRITE IN BELOW.

____

____

____

ANSWER QUESTION 6 IF YOU SPENT TIME IN JASPER NATIONAL PARK

6-a) Please indicate your level of satisfaction with Jasper National Park on the following attributes, using a scale from one to seven, where one is very dissatisfied and seven is very satisfied. The more satisfied you were with the Park on the attributes shown, the higher the number you would choose, the less satisfied you were, the lower the number you would choose. CIRCLE ONE NUMBER FOR EACH STATEMENT.

	Very Dissatisfied			Neither Satisfied/ Dissatisfied			Very Satisfied	No Opinion/ Does Not Apply
1. Availability of suitable accommodation	1	2	3	4	5	6	7	9
2. Choice of restaurants/food and beverage services for you	1	2	3	4	5	6	7	9
3. Nightlife, theatre and entertainment	1	2	3	4	5	6	7	9
4. Public washroom facilities	1	2	3	4	5	6	7	9
5. Quality of food/ beverage	1	2	3	4	5	6	7	9
6. Comfort and cleanliness of accommodation	1	2	3	4	5	6	7	9
7. Shopping opportunities	1	2	3	4	5	6	7	9
8. Quality of camping	1	2	3	4	5	6	7	9
9. Quality of service	1	2	3	4	5	6	7	9
10. Wilderness protection and nature conservation	1	2	3	4	5	6	7	9
11. Friendliness, courtesy and hospitality of people working there	1	2	3	4	5	6	7	9
12. Overall cost	1	2	3	4	5	6	7	9

-b) In your opinon what, if anything, is special about Jasper National Park which makes it different from other parks you have visited? WRITE IN BELOW.

____

____

____

7. Excluding this visit, in what year was your last visit to Banff or Jasper National Park? WRITE IN BELOW OR CHECK BOX.

YEAR

☐ NEVER VISITED BEFORE THIS TIME

8. Please indicate on the list below, what sources of information were used to plan your trip to Banff/Jasper National Parks. (PLEASE CIRCLE AS MANY AS APPLY).

I received literature or information before leaving on this trip from...

Travel Alberta	01
Tourism Canada	02
Parks Canada	03
British Columbia	04
Canadian Government Office Outside Canada (example: embassy,consulate, trade or tourist office)	05
I received information from an information centre while on the trip	06
I received information at a travel show	07
I consulted a travel agency and...	
Was provided with literature	08
Was provided with other information	09
I saw a T.V. advertisement	10
I saw any other type of advertisement	11
I saw a travel article	12
I saw a travel film	13
I read a travel book	14
Advice of friends or relatives	15
My own previous experience	16
DIDN'T USE ANY INFORMATION SOURCES	17

73-

9. When did you make the final decision to visit the Banff/Jasper National Parks System? Please circle the number beside the month and write in the year in the space provided.

MONTH				YEAR
January	01	July	07	______________ (WRITE IN)
February	02	August	08	
March	03	September	09	
April	04	October	10	
May	05	November	11	
June	06	December	12	

5-5

EVERYONE PLEASE ANSWER ALL REMAINING QUESTIONS. 6-2

PLEASE REFER TO THE ENCLOSED MAP TO ANSWER QUESTION 10. 13-

10 Please indicate where you first entered the National Parks on your trip.

Location 1	(HWY 16 - EAST GATE)	1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6

-b) What was the date of this first entry?

__________________ Month __________________ Day

-c) And about what time of day did you first enter the Parks System?

Between 6 a.m. and 12 noon	1
From noon to six o'clock p.m.	2
Between 6 p.m. and midnight	3
or From midnight to 6 a.m.	4

IF YOU LIVE OUTSIDE CANADA, ANSWER Q.11.

11. At what city, town or border crossing point did you enter Canada on this current trip?

__________________ CITY/TOWN/BORDER CROSSING __________________ PROVINCE

22-

12. Thinking of your entire trip, including the time you spent in the Parks, which one trip type defined below best describes the kind of trip you took?

An outdoors vacation. A vacation in a natural area where you may engage in activities such as camping, fishing, hiking or rafting.	1
A resort vacation. A trip to a resort or resort area where a wide variety of activities, such as beaches, skiing, golfing, tennis and so on, are available close by or on the premises.	2
A close-to-home leisure trip. A trip to a place close to home where you can enjoy activities such as a beach, lake, seashore, or park.	3
A touring vacation. A vacation by car or bus or train through areas of scenic beauty, cultural or general interest.	4
A town or city trip. A trip to a town or city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around and enjoy the city.	5
A visit to friends or relatives. A trip whose primary purpose is to visit and spend time with friends or relatives.	6
A business or convention trip. For instance, attending a meeting, seminar, conference or convention.	7

13. Which category best describes the people who made up your immediate travel party on your trip to the Parks?

A Couple	1
Family/relatives	2
Friends	3
Business Associates	4
School Group	5
Club/Association/Convention Group	6
Senior's Group	7
By Myself	8

Other (SPECIFY) ______________________________

24-

14. Which of the following items of equipment did you have with you on your trip to the Parks? CIRCLE ALL ITEMS OF EQUIPMENT YOU HAD WITH YOU. (IF YOU DID NOT TAKE ANY OF THE LISTED EQUIPMENT WITH YOU, CHECK THIS BOX [] AND SKIP TO THE NEXT QUESTION).

Tent	01	Fishing equipment	13
Backpacking equipment	02	Snorkel/scuba equipment	14
Climbing equipment	03	Golf clubs	15
Hiking boots	04	Motorized Golf Cart	16
Field guides	05	Sailboard	17
Still camera	06	Bicycle	18
Movie camera	07	Motorcycle	19
Videotape camera	08	Boat	20
Binoculars/telescope	09	Canoe/Kayak	21
Downhill skis	10	All-Terrain-Vehicle (ATV)	22
Cross country skis	11	Snowmobile	23
Snowshoes	12	Other equipment	24

(SPECIFY): ____________________

____

15-a) Now please think about the people in your household, regardless of whether they travelled with you on your trip to the Parks.

How many people, including yourself and any infants, are in your household? (WRITE IN NUMBER)

____

-b) And how many, if any, are under six years old and how many are six to eighteen years old inclusive? (WRITE IN NUMBERS)

NUMBER UNDER SIX YEARS OLD ______________________________

NUMBER 6 TO 18 YEARS INCLUSIVE ______________________________

-c) Is the chief wage earner in the household under 45 years old or 45 years or over? (CHECK ONE BELOW)

Under 45 years	1
45 years or more	2

34-

16-a) Finally, to help us classify the information, would you please indicate which of the following general categories best describes your personal annual income before taxes and other deductions. (CIRCLE ONE NUMBER ONLY AND INDICATE CURRENCY).

Under $10,000	1
$10,000 - $14,999	2
$15,000 - $19,999	3
$20,000 - $29,999	4
$30,000 - $39,999	5
$40,000 - $49,999	6
$50,000 - $59,999	7
$60,000 - $69,999	8
$70,000 - $74,999	9
$75,000 or more	0

CURRENCY (CIRCLE ONE)

Canadian	1
U.S.	2

-b) And would you please indicate which of the following general categories best describes your total household income before taxes and other deductions. (CIRCLE ONE NUMBER ONLY AND INDICATE CURRENCY).

Under 10,000	1
$10,000 - $14,999	2
$15,000 - $19,999	3
$20,000 - $29,999	4
$30,000 - $39,999	5
$40,000 - $49,999	6
$50,000 - $59,999	7
$60,000 - $69,999	8
$70,000 - $74,999	9
$75,000 or more	0

CURRENCY (CIRCLE ONE)

Canadian	1
U.S.	2

38- Are there any comments you would like to add, either negative or positive about the time you spent in the National Parks?

____

____

____

____

____

____

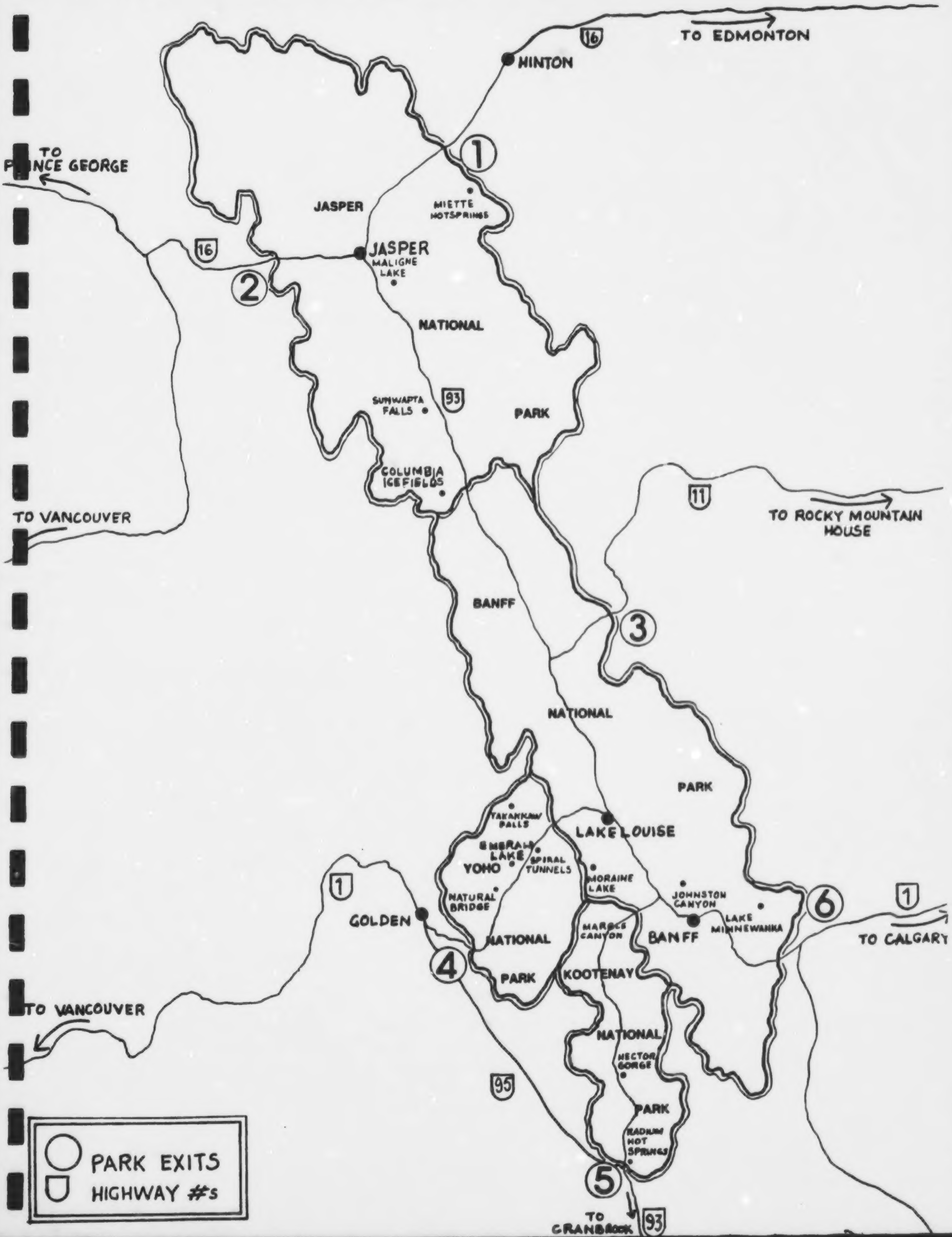
THANK YOU VERY MUCH FOR YOUR CO-OPERATION.

PLEASE PUT YOUR COMPLETED QUESTIONNAIRE IN THE ENVELOPE PROVIDED AND MAIL IT BACK TO RUSTON/TOMANY & ASSOCIATES. THE POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.

Ruston/Tomany & Associates
111 Elizabeth Street, 4th Floor,
Toronto, Ontario, M5G 1P7 (Canada)

(416) 977-1533

41/44


TO EDMONTON
16
HINTON
1
TO PRINCE GEORGE
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
TO VANCOUVER
11
TO ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
1
JOHNSTON CANYON
6
1
NATURAL BRIDGE
GOLDEN
MARBLE CANYON
BANFF
LAKE MINNEWANKA
TO CALGARY
NATIONAL
4
PARK
KOOTENAY
TO VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
5
TO CRANBROOK
93
PARK EXITS
HIGHWAY #s

FOREIGN LANGUAGE QUESTIONNAIRES

WINTER

FOREIGN LANGUAGE

Although slight changes have been made to these questionnaire, administration remains the same.

Roadside

This continues to be a respondent answered questionnaire. This means the respondent must fill it out at the roadside in his car and hand it back to the interviewer when it is done. The interviewer then hands him a mailback questionnaire in an envelope and gives him an Alberta souvenir.

Skier

We have added (in the respondent's language) the question about leaving by the Park gate and time of exit. If the respondent is unsure of the location of the gate, show him, Card 2 (the map of the parks). Show him where he is being interviewed and where the gate is.

Otherwise, administration of this questionnaire is identical to Foreign Language Winter Roadside. The respondent must complete the questionnaire in his car, hand it back to the interviewer and be given a mailback in an envelope. As it may take the respondent several minutes to complete the questionnaire, the interviewer should approach other respondents while the questionnaire is being completed.

Bus/Train/Charter

The administration of these foreign language questionnaires has not been changed.

N.B. Be sure to write the stint number (see your schedule) on each charter questionnaire before it is distributed.

FRENCH LANGUAGE QUESTIONNAIRES

WINTER

ROADSIDE QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151

5-6

6-1

7-2

AUTOROUTE

WINTER

Bonjour, je travaille chez Ruston/Tomany & Associés, une société d'étude de marché. Nous menons pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique une étude sur les parcs nationaux de Banff, Jasper, Yoho et Kootenay. Auriez-vous l'amabilité de m'accorder quelques minutes pour répondre à ce questionnaire?

19/

1. Combien de personnes dans le présent véhicule ont 16 ans ou plus et combien sont âgées de moins de 16 ans? (PRÉCISEZ CI-DESSOUS)

16 ans ou plus ______________ (INSCRIVEZ L'ÂGE) 20- 21-

Moins de 16 ans ______________ (INSCRIVEZ L'ÂGE) 22- 23-

2. Y a-t-il dans votre véhicule une personne âgée de 16 ans ou plus qui réside de façon permanente ou saisonnière dans un parc national? (VEUILLEZ COCHER UNE CASE)

Non ( ) VEUILLEZ ALLER À LA QUESTION 3 24-

Oui ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

25/29

3. Parmi les personnes âgées de 16 ans ou plus dans votre groupe, quelle est celle dont l'anniversaire est le plus proche? (INSCRIVEZ LE PRÉNOM CI-DESSOUS).

INSCRIVEZ LE PRÉNOM: ______________________________

Veuillez demander à la personne dont le nom figure ci-dessus de répondre au reste du questionnaire.

La plupart des questions suivantes sont à choix multiple, avec un numéro apposé à côté de chacun. Vous n'avez qu'à encercler le numéro de votre choix. Par exemple:

Ma couleur préférée est le ...

Rouge ①

Vert 2

Bleu 3

4. Regardez la carte des quatre parcs annexée au présent questionnaire. Pensez-vous revenir dans l'un des parcs au cours de votre voyage? 30-

Non, nous ne reviendrons pas dans les parcs au cours de ce voyage — 1 VEUILLEZ ALLER À LA Q.5

Oui, nous prévoyons revenir dans les parcs au cours de ce voyage — 2 VEUILLEZ REMETTRE LE QUESTIONNAIRE

31/

5-a) Quelle est votre résidence principale? (INSCRIVEZ LA VILLE, LA PROVINCE, L'ÉTAT, LE PAYS).

			46-
______________	______________	______________	47-
VILLE	PROVINCE OU ÉTAT	PAYS	48-

-b) Quelle est la destination de votre voyage?

			49-
______________	______________	______________	50-
VILLE	PROVINCE OU ÉTAT	PAYS	51-

-c) La région des parcs nationaux est-il la principale destination de votre voyage?

Oui	1	52-
Non	2	53/

6. En vous aidant de la carte, pouvez-vous indiquer quels sont les parcs que vous avez visités? (VEUILLEZ ENCERCLER UN CHIFFRE POUR CHAQUE PARC)

	NON VISITÉ	VISITÉ	
Parc national de Banff	1	2	54-
Parc national de Jasper	1	2	55-
Parc national de Yoho	1	2	56-
Parc national de Kootenay	1	2	57-

7-a) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre voyage? ENCERCLEZ UNE SEULE RÉPONSE À LA Q.7-a) CI-DESSOUS.

-b) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre visite dans les parcs nationaux? ENCERCLEZ UNE SEULE RÉPONSE À LA Q. 7-b) CI-DESSOUS. 58/75

		-a) But principal du voyage	-b) But principal de votre visite dans les parcs nationaux	
Affaires:	Réunion spéciale, conférence, congrès, colloque, exposition commerciale	1	1	76- 77-
	Autres affaires	2	2	
Personnel:	Réunion de famille par ex. visite à des amis ou à des parents, mariages, funérailles, etc.	3	3	
	Courses: par ex. magasins, banque, médecin, etc.	4	4	
Agrément:	Vacances	5	5	
	Détente	6	6	
	Visiter un centre de vacances	7	7	
De passage seulement			8	
Autre but (PRÉCISEZ)		______________	______________	

78/80

6-2
13/

8. Combien de nuits, le cas échéant, avez-vous passé à l'extérieur de votre foyer pendant tout le voyage?

NBRE DE NUITS (TOUT LE VOYAGE) ________ (PRÉCISEZ) SI AUCUNE NUIT VEUILLEZ ALLER À LA Q.11. 14- 15- 16-

9. Et combien de nuits au total au cours du présent voyage, avez-vous passé dans les parcs nationaux depuis votre départ?

NBRE DE NUITS DANS LES PARCS ________ (PRÉCISEZ) SI AUCUNE NUIT DANS LES PARCS ALLEZ À LA Q.11 17- 18- 19-

SI VOUS AVEZ DORMI DANS LES PARCS, VEUILLEZ RÉPONDRE À LA Q.10.

10. Nous désirons savoir quelles installations d'hébergement vous avez utilisées dans les parcs. Pour chaque nuit passée dans un endroit différent, indiquez le lieu de l'hébergement, le type d'hébergement et le nombre de nuits.

Légende - TYPE D'HÉBERGEMENT

1) Hôtel/motel/station/auberge
2) Chalet ou villa
3) Chambre-petit déjeuner
4) Auberge de jeunesse
5) Terrain de camping
6) Camping sauvage
7) Amis/parents/maison de vacances personnelle

	ARRÊT POUR LA NUIT	NOMS ET LIEUX D'HÉBERGEMENT (INSCRIVEZ CI-DESSOUS)	TYPE D'HÉBERGEMENT (SE REPORTER À LA LÉGENDE POUR ENCERCLER LE CHIFFRE APPROPRIÉ)	NOMBRE DE NUITS DANS CE LIEU (INSCRIVEZ LE NOMBRE)
20-	PREMIER:	________	1 2 3 4 5 6 7	________
26-	SECOND:	________	1 2 3 4 5 6 7	________
32-	TROISIÈME:	________	1 2 3 4 5 6 7	________
38-	QUATRIÈME:	________	1 2 3 4 5 6 7	________
44-	CINQUIÈME:	________	1 2 3 4 5 6 7	________
50-	SIXIÈME:	________	1 2 3 4 5 6 7	________
56-	SEPTIÈME:	________	1 2 3 4 5 6 7	________
62-	HUITIÈME:	________	1 2 3 4 5 6 7	________

68/69

11. Une partie de vos dépenses étaient-elles payées avant votre entrée dans les parcs nationaux?

Oui 1 70-
Non 2 VEUILLEZ ALLER À LA Q. 15

71/80

6-3

12-a) Veuillez indiquer, en vous aidant de la liste ci-dessous, vos dépenses avant votre départ, en vue de votre visite dans les parcs nationaux. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -a).

-b) Indiquez si elles faisaient partie d'un forfait ou non. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -b).

-c) Pour chacune des dépenses ne faisant pas partie d'un forfait, veuillez préciser le montant payé ainsi que la devise. (EX. FRANC, DEUTSCHEMARK, YEN, DOLLARS US, DOLLARS CAN, ETC.)

	-a) DÉPENSES AVANT DÉPART	-b) FORFAIT	NON-FORFAIT	-c) POUR LES NON-FORFAITS PRÉCISEZ: MONTANT	DEVISE	10- 11- 12-
Hébergement	1	1	1	______$	______	13-
Boissons et aliments	2	2	2	______$	______	17-
Divertissement, activités, visites guidées, billets pour téléférique	3	3	3	______$	______	21-
Location de véhicule, possession dans un parc	4	4	4	______$	______	25-
Location de véhicule possession à l'extérieur d'un parc	5	5	5	______$	______	29-
Transport	6	6	6	______$	______	33-

Aucun 9 ALLEZ À LA Q.15

SI CES DÉPENSES AVANT DÉPART FAISAIENT PARTIE D'UN FORFAIT, VEUILLEZ RÉPONDRE À LA QUESTION 13., SINON ALLEZ À LA QUESTION 14.

13-a) Quel est le montant total versé par chaque personne de votre groupe pour un forfait payé d'avance? PRÉCISEZ LE MONTANT ET LA DEVISE.

37-

______________$ MONTANT ______________ DEVISE

-b) Combien de nuits en tout étaient incluses dans votre forfait payé d'avance et combien de ces nuits avez-vous passées dans un parc?

41-

______________ NUITS EN TOUT ______________ NUITS DANS UN PARC 44-

-c) Si votre transport était inclus dans le forfait payé d'avance, veuillez préciser votre point de départ. 47- 48- 49-

______________ VILLE (LA PLUS PROCHE) ______________ PROVINCE OU ÉTAT ______________ PAYS

14. SI VOUS AVEZ PAYÉ L'HÉBERGEMENT SÉPARÉMENT (PAS PARTIE DU FORFAIT), VEUILLEZ RÉPONDRE À LA QUESTION 14. SINON ALLEZ À LA QUESTION 15.)

Combien de nuits au total ce forfait couvrait-il et combien de ces nuits avez-vous passées dans un parc?

50-

______________ NUITS EN TOUT ______________ NUITS DANS UN PARC 53-

56-58/

15-a) Pour chaque catégorie de dépenses figurant ci-dessous, veuillez indiquer, le montant total dépensé par l'ensemble des personnes dans le véhicule pendant la durée totale de la visite dans les parcs. Indiquez tous les achats payés comptant, à crédit, par chèque de voyage et par chèque. N'indiquez cependant pas les dépenses payées d'avance qui figurent dans les questions précédentes.

Combien fut dépensé par l'ensemble des personnes dans le véhicule pour...? INSCRIVEZ LE MONTANT EN DOLLARS CANADIENS POUR CHAQUE CATÉGORIE FIGURANT CI-DESSOUS. SI VOUS NE CONNAISSEZ PAS LE MONTANT EN DEVISES CANADIENNES, INSCRIVEZ LE MONTANT ET PRÉCISEZ LA DEVISE DANS L'ESPACE PRÉVU À CETTE FIN.

	SI SANS OBJET COCHEZ CASE	MONTANT EN $ CAN	AUTRE DEVISE (VEUILLEZ PRÉCISER MONTANT ET DEVISE)	59- 60-
Hébergement dans les parcs, à l'exception de camping	( )	______$	__________	61-
Frais de camping	( )	______$	__________	65-
Boissons et aliments achetés dans les restaurants, hôtels ou bars des parcs	( )	______$	__________	69-
Aliments et boissons achetés dans les parcs	( )	______$	__________	73-
Essence et huile pour le véhicule, entretien et réparations dans les parcs	( )	______$	__________	77-
Transports dans les parcs, dont les minibus, les taxis, etc.	( )	______$	__________	5-1 6-4 13-
Location de véhicule, possession dans un parc	( )	______$	__________	17-
Loisirs et divertissements dont les visites, les billets, la location de matériel, etc., achetés dans les parcs	( )	______$	__________	21-
Frais d'inscription à un congrès ou un colloque dans les parcs	( )	______$	__________	25-
Frais d'entrée dans les parcs, frais de permis	( )	______$	__________	29-
Achats personnels comme: souvenirs, équipement, films, vêtements, etc., effectués dans les parcs	( )	______$	__________	33-
Montant total approximatif		______$	__________	37-56/ 57-

- b) Un membre de votre groupe a-t-il utilisé une carte de membre saisonnière donnant accès à une remontée mécanique aujourd'hui?

Oui 1
Non 2 ALLEZ À LA QUESTION 16

- c) Veuillez inscrire, pour chaque personne de votre groupe ayant une carte de membre, la somme totale payée pour la carte et le nombre de jours d'utilisation de la carte pendant le voyage.

	PRIX	MONNAIE	NOMBRE DE JOURS
PERSONNE 1			
2			
3			
4			
5			
6			

16-a) Pouvez-vous donner les raisons qui ont influencé votre décision de visiter les parcs nationaux de Banff ou de Jasper?

______________________________ 61-

______________________________ 62-

______________________________ 63-

-b) Dans l'ensemble, comment évaluez-vous votre visite dans les parcs nationaux de Banff et de Jasper? ENCERCLEZ UNE RÉPONSE. 64-

	Excellente	1
	Très bien	2
	Bien	3
	Passable	4
ou	Faible	5

-c) Quels attraits, installations ou services aimeriez-vous voir implantés ou améliorés dans les parcs nationaux de Banff ou de Jasper? (INSCRIVEZ CI-DESSOUS)

______________________________ 65-

______________________________ 66-

______________________________ 67-

17. Lequel des énoncés suivants décrit le mieux l'impact des jeux olympiques d'hiver 1988 sur votre décision d'entreprendre ce voyage? ENCERCLEZ UNE RÉPONSE.

68-

	J'ai visité les parcs comme j'étais dans la région pour organiser, couvrir ou participer aux jeux olympiques	1
	J'ai visité les parcs nationaux comme j'étais dans la région dans le but d'assister aux jeux olympiques.	2
	Ce que j'ai vu ou entendu sur les jeux olympiques m'a donné le goût de visiter les parcs.	3
	J'ai dû changer les dates de ma visite dans les parcs à cause des jeux olympiques.	4
OU	Les jeux olympiques n'avaient rien à voir avec ma décision de visiter les parcs.	5

18. Veuillez inscrire l'âge et le sexe de chacune des personnes à bord du véhicule, dont les vôtres. Inscrivez votre âge et votre sexe sur la première ligne.

	ÂGE		SEXE		
			HOMME	FEMME	
J'ai :	______	ans	1	2	69-
	______	ans	1	2	71-
	______	ans	1	2	73-
	______	ans	1	2	75-
	______	ans	1	2	77-
					6-5
	______	ans	1	2	13-
	______	ans	1	2	15-
	______	ans	1	2	17-
					19/21

19. Veuillez indiquer votre profession en donnant seulement le genre de travail que vous accomplissez et le type de compagnie pour laquelle vous travaillez, sans en préciser le nom. (PRÉCISEZ. SI RETRAITÉ, COCHEZ LA CASE)

______________________ DANS ______________________ 22-
(GENRE DE TRAVAIL) (TYPE DE COMPAGNIE)

( ) RETRAITÉ

20. Veuillez inscrire votre nom et votre adresse complète, code postal inclus.

NOM DU PARTICIPANT: ______________________

ADRESSE: ______________________

VILLE: ____________ PROVINCE/ÉTAT: ____________

PAYS: ______________________

CODE POSTAL/ZIP: ______________________ 23-

N° DE TÉLÉPHONE: ____________ ____________
CODE RÉGIONAL NUMÉRO

MERCI BEAUCOUP D'AVOIR PARTICIPÉ À LA PRÉSENTE ENQUÊTE. JE VOUS PRIE DE REMPLIR CE QUESTIONNAIRE ET DE NOUS LE RETOURNER PAR LA POSTE.

L'ENVELOPPE CI-JOINTE EST DÉJÀ ADRESSÉE ET AFFRANCHIE POUR PLUS DE COMMODITÉ. VOS RÉPONSES NOUS AIDERONS À AMÉLIORER LES SERVICES ET LES INSTALLATIONS DANS LES PARCS.

VEUILLEZ, S'IL VOUS PLAIT, REMPLIR ET POSTER CE QUESTIONNAIRE AVANT DE QUITTER LE CANADA.

EN SIGNE DE RECONNAISSANCE POUR VOTRE COLLABORATION, VOICI UN SOUVENIR DE L'ALBERTA.

INTERVIEWER:

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		

Other (SPECIFY) ____________________

RECORD:	Refused before screening	31-1
	Qualified but refused	2

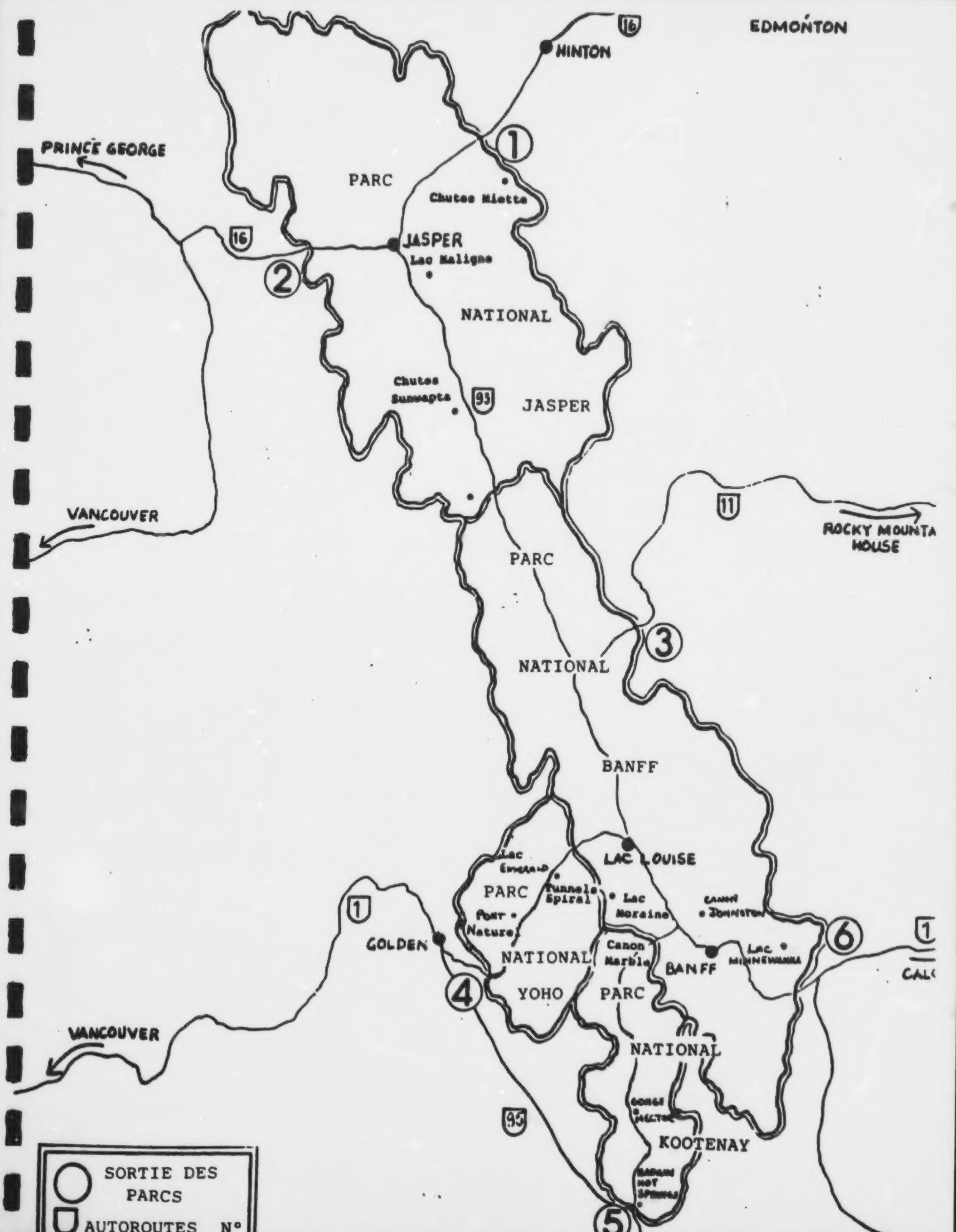
Location:____________________ 13-
14-

Date: ____________________ 15-
Day Month

Start: ______________ A.M. P.M.

Finish:______________ A.M. P.M.

Interviewer:____________________


EDMONTON
16
HINTON
PRINCE GEORGE
1
PARC
Chutes Miette
16
JASPER
Lac Maligne
2
NATIONAL
Chutes Sunwapta
93
JASPER
VANCOUVER
11
ROCKY MOUNTA
HOUSE
PARC
3
NATIONAL
BANFF
LAC LOUISE
Lac Émerald
Tunnels Spiral
Lac Moraine
Canon Johnston
PARC
Pont Naturel
1
GOLDEN
NATIONAL
Canon Marble
BANFF
Lac Minnewanka
6
1
CALG
4
YOHO
PARC
VANCOUVER
NATIONAL
Gorge Hector
KOOTENAY
95
Radium Hot Springs
5
SORTIE DES PARCS
AUTOROUTES N°

SCHEDULED BUS QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151
AUTOBUS 5- 8
WINTER 6-1
7-2

Bonjour, je travaille chez Ruston/Tomany & Associés, une société d'étude de marché. Nous menons pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique une étude sur les parcs nationaux de Banff, Jasper, Yoho et Kootenay. Auriez-vous l'amabilité de m'accorder quelques minutes pour répondre à ce questionnaire?

19/27

Prenez-vous aujourd'hui l'autobus ___________ en direction de ___________? (Cochez une)

Oui ( )

Non ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

1-a) Êtes-vous dans la gare aujourd'hui pour une correspondance avec un autre autobus ou pour un bref arrêt? (Cochez une case)

Non ( ) 28 -

Oui ( )

SI VOUS AVEZ COCHÉ OUI, RÉPONDEZ À LA QUESTION 1-b), SINON ALLEZ À LA QUESTION 2.

1-b) Avez-vous quitté la gare d'autobus à un moment ou un autre pendant cet arrêt dans le parc? (VEUILLEZ COCHER UNE CASE)

Oui ( ) VEUILLEZ PASSER À LA QUESTION 2 29 -

Non ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

2-a) Combien de personnes dans votre groupe sont âgées de 16 ans ou plus et combien sont âgées de moins de 16 ans? (PRÉCISEZ CI-DESSOUS)

16 ans ou plus ____________________ 30-
(INSCRIVEZ L'ÂGE) 31-

Moins de 16 ans ____________________ 32-
(INSCRIVEZ L'ÂGE) 33-

2-b) Y a-t-il dans votre groupe une personne âgée de 16 ans ou plus qui réside de façon permanente ou saisonnière dans un parc national? (VEUILLEZ COCHER UNE CASE)

Non ( ) VEUILLEZ ALLER À LA QUESTION 3 34-

Oui ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

35/39

3. Parmi les personnes âgées de 16 ans ou plus dans votre groupe, quelle est celle dont l'anniversaire est le plus proche? (INSCRIVEZ LE PRÉNOM CI-DESSOUS).

INSCRIVEZ LE PRÉNOM: ______________________________

Veuillez demander à la personne dont le nom figure ci-dessus de répondre au reste du questionnaire.

La plupart des questions suivantes sont à choix multiple, avec un numéro apposé à côté de chacun. Vous n'avez qu'à encercler le numéro de votre choix. Par exemple:

Ma couleur préférée est le ...

Rouge	[✓ 1]
Vert	2
Bleu	3
Jaune	4

4. Regardez la carte des quatre parcs annexée au présent questionnaire. Pensez-vous revenir dans l'un des parcs au cours de votre voyage? 40-

Non, nous ne reviendrons pas dans les parcs au cours de ce voyage	1 VEUILLEZ ALLER À LA Q.5
Oui, nous prévoyons revenir dans les parcs au cours de ce voyage	2 VEUILLEZ REMETTRE LE QUESTIONNAIRE

41/45

5-a) Quelle est votre résidence principale? (INSCRIVEZ LA VILLE, LA PROVINCE, L'ÉTAT, LE PAYS).

46-
47-
________________ ____________________ ____________________
VILLE PROVINCE OU ÉTAT PAYS 48-

-b) Quelle est la destination de votre voyage?

49-
50-
________________ ____________________ ____________________
VILLE PROVINCE OU ÉTAT PAYS 51-

-c) La région des parcs nationaux est-elle la principale destination de votre voyage?

Oui	1	52-
Non	2	53 /

6. En vous aidant de la carte, pouvez-vous indiquer quels sont les parcs que vous avez visités? (VEUILLEZ ENCERCLER UN CHIFFRE POUR CHAQUE PARC).

	NON VISITÉ	VISITÉ	
Parc national de Banff	1	2	54-
Parc national de Jasper	1	2	55-
Parc national de Yoho	1	2	56-
Parc national de Kootenay	1	2	57-

7-a) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre voyage? ENCERCLEZ UNE SEULE RÉPONSE À LA Q.7-a) CI-DESSOUS.

-b) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre visite dans les parcs nationaux? ENCERCLEZ UNE SEULE RÉPONSE À LA Q. 7-b) CI-DESSOUS. 58/75

		-a) But principal du voyage	-b) But principal de votre visite dans les parcs nationaux	
Affaires:	Réunion spéciale, conférence, congrès, colloque, exposition commerciale	1	1	76- 77-
	Autres affaires	2	2	
Personnel:	Réunion de famille par ex. visite à des amis ou des parents, mariages, funérailles, etc.	3	3	
	Courses: par ex. magasins, banque, médecin, etc.	4	4	
Agrément:	Vacances	5	5	
	Détente	6	6	
	Visiter un centre de vacances	7	7	
De passage seulement			8	
Autre (PRÉCISEZ)		____________	____________	

78/80
6-2
13/

8. Combien de nuits, le cas échéant, avez-vous passé à l'extérieur de votre foyer pendant tout le voyage?

NBRE DE NUITS (TOUT LE VOYAGE) ____________ SI AUCUNE NUIT 14-
(PRÉCISEZ) VEUILLEZ ALLER 15-
À LA Q.11. 16-

9. Et combien de nuits au total au cours du présent voyage, avez-vous passé dans les parcs nationaux depuis votre départ?

NBRE DE NUITS DANS LES PARCS ____________ SI AUCUNE NUIT 17-
(PRÉCISEZ) DANS LES PARCS 18-
ALLEZ À LA Q.11 19-

SI VOUS AVEZ DORMI DANS LES PARCS, VEUILLEZ RÉPONDRE À LA Q.10.

10. Nous désirons savoir quelles installations d'hébergement vous avez utilisées dans les parcs. Pour chaque nuit passée dans un endroit différent, indiquez le lieu de l'hébergement, le type d'hébergement et le nombre de nuits.

Légende - TYPE D'HÉBERGEMENT

1) Hôtel/motel/station/auberge
2) Chalet ou villa
3) Chambre-petit déjeuner
4) Auberge de jeunesse
5) Terrain de camping
6) Camping sauvage
7) Amis/parents/maison de vacances personnelle

ARRÊT POUR LA NUIT	NOMS ET LIEUX D'HÉBERGEMENT (INSCRIVEZ CI-DESSOUS)	TYPE D'HÉBERGEMENT (SE REPORTER À LA LÉGENDE POUR ENCERCLER LE CHIFFRE APPROPRIÉ)	NOMBRE DE NUITS DANS CE LIEU (INSCRIVEZ LE NOMBRE)
20- PREMIER:	____________	1 2 3 4 5 6 7	____________
26- SECOND:	____________	1 2 3 4 5 6 7	____________
32- TROISIÈME:	____________	1 2 3 4 5 6 7	____________
38- QUATRIÈME:	____________	1 2 3 4 5 6 7	____________
44- CINQUIÈME:	____________	1 2 3 4 5 6 7	____________
50- SIXIÈME:	____________	1 2 3 4 5 6 7	____________
56- SEPTIÈME:	____________	1 2 3 4 5 6 7	____________
62- HUITIÈME:	____________	1 2 3 4 5 6 7	____________

68/69

SI VOUS N'ÊTES PAS LA PERSONNE DANS LE GROUPE QUI EST LE PLUS AU COURANT DES DÉPENSES DU GROUPE, VEUILLEZ DEMANDER À CETTE PERSONNE DE VOUS AIDER À RÉPONDRE AUX QUESTIONS SUIVANTES CONCERNANT LES DÉPENSES DU VOYAGE.

11. Une partie de vos dépenses étaient-elles payées avant votre entrée dans les parcs nationaux?

Oui 1 70-

Non 2 VEUILLEZ ALLER À LA Q. 15

71/80

6-3

12-a) Veuillez indiquer, en vous aidant de la liste ci-dessous, vos dépenses avant votre départ, en vue de votre visite dans les parcs nationaux. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -a).

-b) Indiquez si elles faisaient partie d'un forfait ou non. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -b).

-c) Pour chacune des dépenses ne faisant pas partie d'un forfait, veuillez préciser le montant payé ainsi que la devise. (EX. FRANC, DEUTSCHEMARK, YEN, DOLLARS US, DOLLARS CAN, ETC.)

	-a)	-b)		-c)		10-
	DÉPENSES AVANT DÉPART	FORFAIT	NON-FORFAIT	POUR LES NON-FORFAITS PRÉCISEZ: MONTANT	DEVISE	11- 12-
Hébergement	1	1	1	______$	______	13-
Boissons et aliments	2	2	2	______$	______	17-
Divertissement, activités, visites guidées, billets pour téléférique	3	3	3	______$	______	21-
Location de véhicule possession dans un parc	4	4	4	______$	______	25-
Location de véhicule possession à l'extérieur d'un parc	5	5	5	______$	______	29-
Transport	6	6	6	______$	______	33-
Aucun	9 ALLEZ À LA Q.15					

SI CES DÉPENSES AVANT DÉPART FAISAIENT PARTIE D'UN FORFAIT, VEUILLEZ RÉPONDRE À LA QUESTION 13., SINON ALLEZ À LA QUESTION 14.

13-a) Quel est le montant total versé par chaque personne de votre groupe pour un forfait payé d'avance? PRÉCISEZ LE MONTANT ET LA DEVISE.

37-

______________$ MONTANT ______________ DEVISE

-b) Combien de nuits en tout étaient incluses dans votre forfait payé d'avance et combien de ces nuits avez-vous passées dans un parc?

41-

______________ NUITS EN TOUT ______________ NUITS DANS UN PARC 44-

-c) Si votre transport était inclus dans le forfait payé d'avance, veuillez préciser votre point de départ. 47-

48-

49-

______________ VILLE (LA PLUS PROCHE) ______________ PROVINCE OU ÉTAT ______________ PAYS

14. SI VOUS AVEZ PAYÉ L'HÉBERGEMENT SÉPARÉMENT (PAS PARTIE DU FORFAIT), VEUILLEZ RÉPONDRE À LA QUESTION 14. SINON ALLEZ À LA QUESTION 15.)

Combien de nuits au total ce forfait couvrait-il et combien de ces nuits avez-vous passées dans un parc?

50-

______________ NUITS EN TOUT ______________ NUITS DANS UN PARC 53-

56-58/

15-a) Pour chaque catégorie de dépenses figurant ci-dessous, veuillez indiquer le montant total dépensé par l'ensemble de votre groupe pendant la durée totale de la visite dans les parcs. Indiquez tous les achats payés comptant, à crédit, par chèque de voyage et par chèque. N'indiquez cependant pas les dépenses payées d'avance qui figurent dans les questions précédentes.

Combien fut dépensé par l'ensemble de votre groupe pour ...? INSCRIVEZ LE MONTANT EN DOLLARS CANADIENS POUR CHAQUE CATÉGORIE FIGURANT CI-DESSOUS. SI VOUS NE CONNAISSEZ PAS LE MONTANT EN DEVISES CANADIENNES, INSCRIVEZ LE MONTANT ET PRÉCISEZ LA DEVISE DANS L'ESPACE PRÉVU À CETTE FIN.

	SI SANS OBJET COCHEZ CASE	MONTANT EN $ CAN	AUTRE DEVISE (VEUILLEZ PRÉCISER MONTANT ET DEVISE)	59- 60-
Hébergement dans les parcs, à l'exception de camping	( )	_______$	__________	61-
Frais de camping	( )	_______$	__________	65-
Boissons et aliments achetés dans les restaurants, hôtels ou bars des parcs	( )	_______$	__________	69-
Aliments et boissons achetés dans les parcs	( )	_______$	__________	73-
Essence et huile pour le véhicule, entretien et réparations achetées dans les parcs	( )	_______$	__________	77- 5- 3 6-4
Transports dans les parcs, dont les minibus, les taxis, etc.	( )	_______$	__________	13-
Location d'un véhicule, possession dans un parc	( )	_______$	__________	17-
Loisirs et divertissements dont les visites, les billets, la location de matériel, etc., achetés dans les parcs	( )	_______$	__________	21-
Frais d'inscription à un congrès ou un colloque dans les parcs	( )	_______$	__________	25-
Frais d'entrée dans les parcs, frais de permis	( )	_______$	__________	29-
Achats personnels comme: souvenirs, équipement, films, vêtements, etc., effectués dans les parcs	( )	_______$	__________	33-
Montant total approximatif		_______$	__________	37-56/ 57-

- b) Un membre de votre groupe a-t-il utilisé une carte de membre saisonnière donnant accès à une remontée mécanique aujourd'hui?

Oui 1
Non 2 ALLEZ À LA QUESTION 16

- c) Veuillez inscrire, pour chaque personne de votre groupe ayant une carte de membre, la somme totale payée pour la carte et le nombre de jours d'utilisation de la carte pendant le voyage.

	PRIX	MONNAIE	NOMBRE DE JOURS
PERSONNE 1			
2			
3			
4			
5			
6			

16-a) Pouvez-vous donner les raisons qui ont influencé votre décision de visiter les parcs nationaux de Banff ou de Jasper?

61-

62-

63-

-b) Dans l'ensemble, comment évaluez-vous votre visite dans les parcs nationaux de Banff et de Jasper? ENCERCLEZ UNE RÉPONSE. 64-

	Excellente	1
	Très bien	2
	Bien	3
	Passable	4
ou	Faible	5

-c) Quels attraits, installations ou services aimeriez-vous voir implantés ou améliorés dans les parcs nationaux de Banff ou de Jasper? (INSCRIVEZ CI-DESSOUS)

65-

66-

67-

17. Lequel des énoncés suivants décrit le mieux l'impact des jeux olympiques d'hiver 1988 sur votre décision d'entreprendre ce voyage? ENCERCLEZ UNE RÉPONSE.

68-

	J'ai visité les parcs comme j'étais dans la région pour organiser, couvrir ou participer aux jeux olympiques	1
	J'ai visité les parcs nationaux comme j'étais dans la région dans le but d'assister aux jeux olympiques.	2
	Ce que j'ai vu ou entendu sur les jeux olympiques m'a donné le goût de visiter les parcs.	3
	J'ai dû changer les dates de ma visite dans les parcs à cause des jeux olympiques.	4
OU	Les jeux olympiques n'avaient rien à voir avec ma décision de visiter les parcs.	5

18. Veuillez inscrire l'âge et le sexe de chacune des personnes de votre groupe, dont les vôtres. Inscrivez votre âge et votre sexe sur la première ligne.

	ÂGE		SEXE		
			HOMME	FEMME	
J'ai :	______	ans	1	2	69-
	______	ans	1	2	71-
	______	ans	1	2	73-
	______	ans	1	2	75-
	______	ans	1	2	77-
	______	ans	1	2	6-5 13-
	______	ans	1	2	15-
	______	ans	1	2	17-

19/21

19. Veuillez indiquer votre profession en donnant seulement le genre de travail que vous accomplissez et le type de compagnie pour laquelle vous travaillez, sans en préciser le nom. (PRÉCISEZ. SI RETRAITÉ, COCHEZ LA CASE)

______________________ DANS ______________________ 22-
(GENRE DE TRAVAIL) (TYPE DE COMPAGNIE)

( ) RETRAITÉ

20. Veuillez inscrire votre nom et votre adresse complète, code postal inclus.

NOM DU PARTICIPANT: ______________________

ADRESSE: ______________________

VILLE: ____________ PROVINCE/ÉTAT: ____________

PAYS: ______________________

CODE POSTAL/ZIP: ______________________ 23-

N° DE TÉLÉPHONE: ____________ ____________
CODE RÉGIONAL NUMÉRO

MERCI BEAUCOUP D'AVOIR PARTICIPÉ À LA PRÉSENTE ENQUÊTE. JE VOUS PRIE DE REMPLIR CE QUESTIONNAIRE ET DE NOUS LE RETOURNER PAR LA POSTE.

L'ENVELOPPE CI-JOINTE EST DÉJÀ ADRESSÉE ET AFFRANCHIE POUR PLUS DE COMMODITÉ. VOS RÉPONSES NOUS AIDERONS À AMÉLIORER LES SERVICES ET LES INSTALLATIONS DANS LES PARCS.

VEUILLEZ, S'IL VOUS PLAIT, REMPLIR ET POSTER CE QUESTIONNAIRE AVANT DE QUITTER LE CANADA.

EN SIGNE DE RECONNAISSANCE POUR VOTRE COLLABORATION, VOICI UN SOUVENIR DE L'ALBERTA.

RECORD: Refused before screening 31-1

Qualified but refused 2

13-

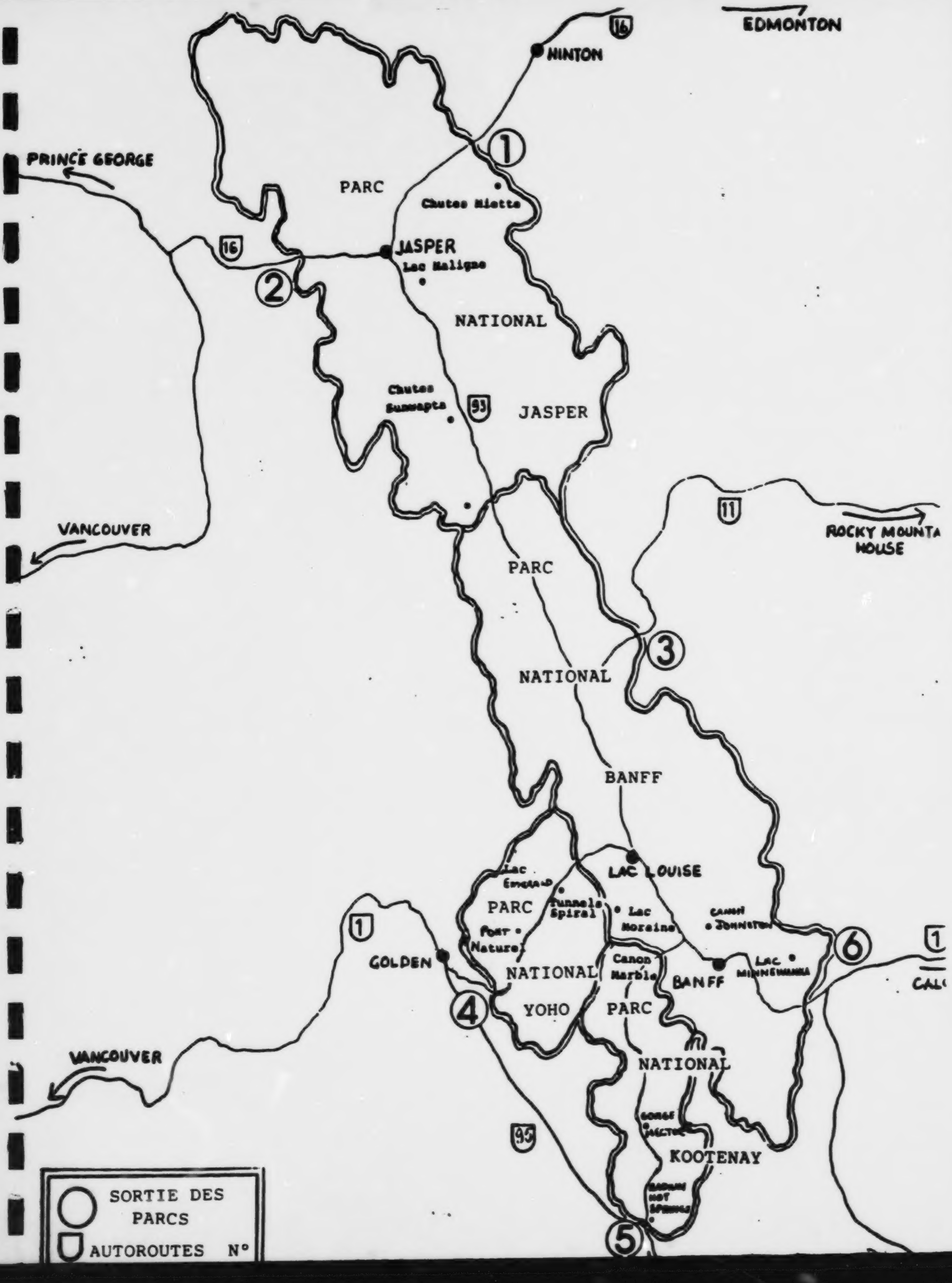
Location:________________________________ 14-

Date: ________________________________ 15-
Day Month

Start: __________________ A.M. P.M.

Finish:__________________ A.M. P.M.

Interviewer:____


EDMONTON
16
HINTON
①
PRINCE GEORGE
PARC
Chutes Miette
16
JASPER
Lac Maligne
②
NATIONAL
Chutes Sunwapta
93
JASPER
VANCOUVER
11
ROCKY MOUNTA
HOUSE
PARC
③
NATIONAL
BANFF
LAC LOUISE
Lac Emerald
Tunnels Spiral
Lac Moraine
Canon Johnston
PARC
Pont Naturel
1
GOLDEN
NATIONAL
Canon Marble
BANFF
Lac Minnewanka
⑥
1
CAL
④
YOHO
PARC
VANCOUVER
NATIONAL
Gorge Hector
95
KOOTENAY
Radium Hot Springs
⑤
SORTIE DES PARCS
AUTOROUTES N°

SCHEDULED TRAIN QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151

TRAIN 5- 9

6-1

WINTER 7-2

Bonjour, je travaille chez Ruston/Tomany & Associés, une société d'étude de marché. Nous menons pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique une étude sur les parcs nationaux de Banff, Jasper, Yoho et Kootenay. Auriez-vous l'amabilité de m'accorder quelques minutes pour répondre à ce questionnaire?

19/

Prenez-vous aujourd'hui le train __________ en direction de __________? (Cochez une)

27-

Oui ( )

Non ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

1-a) Êtes-vous dans la gare de train aujourd'hui parce que vous devez changer de train ou pour un bref arrêt? (Cochez une case)

Non ( ) 28 -

Oui ( )

SI VOUS AVEZ COCHÉ OUI, RÉPONDEZ À LA QUESTION 1-b), SINON ALLEZ À LA QUESTION 2.

1-b) Avez-vous quitté la gare à un moment ou un autre pendant cet arrêt dans les parcs? (VEUILLEZ COCHER UNE CASE)

Oui ( ) VEUILLEZ PASSER À LA QUESTION 2 29 -

Non ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

2-a) Combien de personnes de votre groupe sont âgées de 16 ans ou plus et combien sont âgées de moins de 16 ans? (PRÉCISEZ CI-DESSOUS)

16 ans ou plus __________ (INSCRIVEZ L'ÂGE) 30- 31-

Moins de 16 ans __________ (INSCRIVEZ L'ÂGE) 32- 33-

2-b) Y a-t-il dans votre groupe une personne âgée de 16 ans ou plus qui réside de façon permanente ou saisonnière dans un parc national? (VEUILLEZ COCHER UNE CASE)

Non ( ) VEUILLEZ ALLER À LA QUESTION 3 34-

Oui ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

35/39

3. Parmi les personnes âgées de 16 ans ou plus dans votre groupe, quelle est celle dont l'anniversaire est le plus proche? (INSCRIVEZ LE PRÉNOM CI-DESSOUS).

INSCRIVEZ LE PRÉNOM: ______________________________

Veuillez demander à la personne dont le nom figure ci-dessus de répondre au reste du questionnaire.

La plupart des questions suivantes sont à choix multiple, avec un numéro apposé à côté de chacun. Vous n'avez qu'à encercler le numéro près de votre choix. Par exemple:

Ma couleur préférée est le ...

Rouge	[✓ 1]
Vert	2
Bleu	3
Jaune	4

4. Regardez la carte des quatre parcs annexée au présent questionnaire. Pensez-vous revenir dans l'un des parcs au cours de votre voyage? 40-

Non, nous ne reviendrons pas dans les parcs au cours de ce voyage	1 VEUILLEZ ALLER À LA Q.5
Oui, nous prévoyons revenir dans les parcs au cours de ce voyage	2 VEUILLEZ REMETTRE LE QUESTIONNAIRE

41/45

5-a) Quelle est votre résidence principale? (INSCRIVEZ LA VILLE, LA PROVINCE, L'ÉTAT, LE PAYS).

VILLE	PROVINCE OU ÉTAT	PAYS	46- 47- 48-

-b) Quelle est la destination de votre voyage?

VILLE	PROVINCE OU ÉTAT	PAYS	49- 50- 51-

-c) La région des parcs nationaux est-elle la principale destination de votre voyage?

Oui	1	52-
Non	2	53 /

6. En vous aidant de la carte, pouvez-vous indiquer quels sont les parcs que vous avez visités? (VEUILLEZ ENCERCLER UN CHIFFRE POUR CHAQUE PARC).

	NON VISITÉ	VISITÉ	
Parc national de Banff	1	2	54-
Parc national de Jasper	1	2	55-
Parc national de Yoho	1	2	56-
Parc national de Kootenay	1	2	57-

7-a) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre voyage? ENCERCLEZ UNE SEULE RÉPONSE À LA Q.7-a) CI-DESSOUS.

-b) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre visite dans les parcs nationaux? ENCERCLEZ UNE SEULE RÉPONSE À LA Q. 7-b) CI-DESSOUS. 58/75

	-a) But principal du voyage	-b) But principal de votre visite dans les parcs nationaux	
Affaires: Réunion spéciale, conférence, congrès, colloque, exposition commerciale	1	1	76- 77-
Autres affaires	2	2	
Personnel: Réunion de famille par ex. visite à des amis ou des parents, mariages, funérailles, etc.	3	3	
Courses: par ex. magasins, banque, médecin, etc.	4	4	
Agrément: Vacances	5	5	
Détente	6	6	
Visiter un centre de vacances	7	7	
De passage seulement		8	
Autre (PRÉCISEZ)	______	______	

78/80
6-2
13/

8. Combien de nuits, le cas échéant, avez-vous passé à l'extérieur de votre foyer pendant tout le voyage?

NBRE DE NUITS (TOUT LE VOYAGE) ________ (PRÉCISEZ)

SI AUCUNE NUIT VEUILLEZ ALLER À LA Q.11. 14- 15- 16-

9. Et combien de nuits au total au cours du présent voyage, avez-vous passé dans les parcs nationaux depuis votre départ?

NBRE DE NUITS DANS LES PARCS ________ (PRÉCISEZ)

SI AUCUNE NUIT DANS LES PARCS ALLEZ À LA Q.11 17- 18- 19-

SI VOUS AVEZ DORMI DANS LES PARCS, VEUILLEZ RÉPONDRE À LA Q.10.

10. Nous désirons savoir quelles installations d'hébergement vous avez utilisées dans les parcs. Pour chaque nuit passée dans un endroit différent, indiquez le lieu de l'hébergement, le type d'hébergement et le nombre de nuits.

Légende - TYPE D'HÉBERGEMENT

1) Hôtel/motel/station/auberge
2) Chalet ou villa
3) Chambre-petit déjeuner
4) Auberge de jeunesse
5) Terrain de camping
6) Camping sauvage
7) Amis/parents/maison de vacances personnelle

ARRÊT POUR LA NUIT	NOMS ET LIEUX D'HÉBERGEMENT (INSCRIVEZ CI-DESSOUS)	TYPE D'HÉBERGEMENT (SE REPORTER À LA LÉGENDE POUR ENCERCLER LE CHIFFRE APPROPRIÉ)	NOMBRE DE NUITS DANS CE LIEU (INSCRIVEZ LE NOMBRE)
20- PREMIER:	____________	1 2 3 4 5 6 7	____________
26- SECOND:	____________	1 2 3 4 5 6 7	____________
32- TROISIÈME:	____________	1 2 3 4 5 6 7	____________
38- QUATRIÈME:	____________	1 2 3 4 5 6 7	____________
44- CINQUIÈME:	____________	1 2 3 4 5 6 7	____________
50- SIXIÈME:	____________	1 2 3 4 5 6 7	____________
56- SEPTIÈME:	____________	1 2 3 4 5 6 7	____________
62- HUITIÈME:	____________	1 2 3 4 5 6 7	____________

68/69

SI VOUS N'ÊTES PAS LA PERSONNE DANS LE GROUPE QUI EST LE PLUS AU COURANT DES DÉPENSES DU GROUPE, VEUILLEZ DEMANDER À CETTE PERSONNE DE VOUS AIDER À RÉPONDRE AUX QUESTIONS SUIVANTES CONCERNANT LES DÉPENSES DU VOYAGE.

11. Une partie de vos dépenses étaient-elles payées avant votre entrée dans les parcs nationaux?

Oui 1 70-

Non 2 VEUILLEZ ALLER À LA Q. 15

71/80

6-3

12-a) Veuillez indiquer, en vous aidant de la liste ci-dessous, vos dépenses avant votre départ, en vue de votre visite dans les parcs nationaux. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -a).

-b) Indiquez si elles faisaient partie d'un forfait ou non. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -b).

-c) Pour chacune des dépenses ne faisant pas partie d'un forfait, veuillez préciser le montant payé ainsi que la devise. (EX. FRANC, DEUTSCHEMARK, YEN, DOLLARS US, DOLLARS CAN, ETC.)

	-a) DÉPENSES AVANT DÉPART	-b) FORFAIT	NON-FORFAIT	-c) POUR LES NON-FORFAITS PRÉCISEZ: MONTANT	DEVISE	10- 11- 12-
Hébergement	1	1	1	________$	______	13-
Boissons et aliments	2	2	2	________$	______	17-
Divertissement, activités, visites guidées, billets pour téléférique	3	3	3	________$	______	21-
Location de véhicule possession dans un parc	4	4	4	________$	______	25-
Location de véhicule possession à l'extérieur d'un parc	5	5	5	________$	______	29-
Transport	6	6	6	________$	______	33-
Aucun	9 ALLEZ À LA Q.15					

SI CES DÉPENSES AVANT DÉPART FAISAIENT PARTIE D'UN FORFAIT, VEUILLEZ RÉPONDRE À LA QUESTION 13., SINON ALLEZ À LA QUESTION 14.

13-a) Quel est le montant total versé par chaque personne de votre groupe pour un forfait payé d'avance? PRÉCISEZ LE MONTANT ET LA DEVISE.

37-

________________$ MONTANT ________________ DEVISE

-b) Combien de nuits en tout étaient incluses dans votre forfait payé d'avance et combien de ces nuits avez-vous passées dans un parc?

41-

________________ NUITS EN TOUT ________________ NUITS DANS UN PARC 44-

-c) Si votre transport était inclus dans le forfait payé d'avance, veuillez préciser votre point de départ. 47- 48- 49-

________________ VILLE (LA PLUS PROCHE) ________________ PROVINCE OU ÉTAT ________________ PAYS

14. SI VOUS AVEZ PAYÉ L'HÉBERGEMENT SÉPARÉMENT (PAS PARTIE DU FORFAIT), VEUILLEZ RÉPONDRE À LA QUESTION 14. SINON ALLEZ À LA QUESTION 15.)

Combien de nuits au total ce forfait couvrait-il et combien de ces nuits avez-vous passées dans un parc?

50-

________________ NUITS EN TOUT ________________ NUITS DANS UN PARC 53-

56-58/

15-a) Pour chaque catégorie de dépenses figurant ci-dessous, veuillez indiquer le montant total dépensé par l'ensemble de votre groupe pendant la durée totale de la visite dans les parcs. Indiquez tous les achats payés comptant, à crédit, par chèque de voyage et par chèque. N'indiquez cependant pas les dépenses payées d'avance qui figurent dans les questions précédentes.

Combien fut dépensé par l'ensemble de votre groupe pour ...? INSCRIVEZ LE MONTANT EN DOLLARS CANADIENS POUR CHAQUE CATÉGORIE FIGURANT CI-DESSOUS. SI VOUS NE CONNAISSEZ PAS LE MONTANT EN DEVISES CANADIENNES, INSCRIVEZ LE MONTANT ET PRÉCISEZ LA DEVISE DANS L'ESPACE PRÉVU À CETTE FIN.

	SI SANS OBJET COCHEZ CASE	MONTANT EN $ CAN	AUTRE DEVISE (VEUILLEZ PRÉCISER MONTANT ET DEVISE)	59- 60-
Hébergement dans les parcs, à l'exception de camping	( )	______$	__________	61-
Frais de camping	( )	______$	__________	65-
Boissons et aliments achetés dans les restaurants, hôtels ou bars des parcs	( )	______$	__________	69-
Aliments et boissons achetés dans les parcs	( )	______$	__________	73-
Essence et huile pour le véhicule, entretien et réparations achetées dans les parcs	( )	______$	__________	77- 5- 3 6-4
Transports dans les parcs, dont les minibus, les taxis, etc.	( )	______$	__________	13-
Location d'un véhicule, possession dans un parc	( )	______$	__________	17-
Loisirs et divertissements dont les visites, les billets, la location de matériel, etc., achetés dans les parcs	( )	______$	__________	21-
Frais d'inscription à un congrès ou un colloque dans les parcs	( )	______$	__________	25-
Frais d'entrée dans les parcs, frais de permis	( )	______$	__________	29-
Achats personnels comme: souvenirs, équipement, films, vêtements, etc., effectués dans les parcs	( )	______$	__________	33-
Montant total approximatif		______$	__________	37-56/ 57-

- b) Un membre de votre groupe a-t-il utilisé une carte de membre saisonnière donnant accès à une remontée mécanique aujourd'hui?

Oui 1
Non 2 ALLEZ À LA QUESTION 16

- c) Veuillez inscrire, pour chaque personne de votre groupe ayant une carte de membre, la somme totale payée pour la carte et le nombre de jours d'utilisation de la carte pendant le voyage.

	PRIX	MONNAIE	NOMBRE DE JOURS
PERSONNE 1	______	______	__________
2	______	______	__________
3	______	______	__________
4	______	______	__________
5	______	______	__________
6	______	______	__________

16-a) Pouvez-vous donner les raisons qui ont influencé votre décision de visiter les parcs nationaux de Banff ou de Jasper?

____ 61-

____ 62-

____ 63-

-b) Dans l'ensemble, comment évaluez-vous votre visite dans les parcs nationaux de Banff et de Jasper? ENCERCLEZ UNE RÉPONSE. 64-

	Excellente	1
	Très bien	2
	Bien	3
	Passable	4
ou	Faible	5

-c) Quels attraits, installations ou services aimeriez-vous voir implantés ou améliorés dans les parcs nationaux de Banff ou de Jasper? (INSCRIVEZ CI-DESSOUS)

____ 65-

____ 66-

____ 67-

17. Lequel des énoncés suivants décrit le mieux l'impact des jeux olympiques d'hiver 1988 sur votre décision d'entreprendre ce voyage? ENCERCLEZ UNE RÉPONSE. 68-

	J'ai visité les parcs comme j'étais dans la région pour organiser, couvrir ou participer aux jeux olympiques	1
	J'ai visité les parcs nationaux comme j'étais dans la région dans le but d'assister aux jeux olympiques.	2
	Ce que j'ai vu ou entendu sur les jeux olympiques m'a donné le goût de visiter les parcs.	3
	J'ai dû changer les dates de ma visite dans les parcs à cause des jeux olympiques.	4
OU	Les jeux olympiques n'avaient rien à voir avec ma décision de visiter les parcs.	5

18. Veuillez inscrire l'âge et le sexe de chacune des personnes de votre groupe, dont les vôtres. Inscrivez votre âge et votre sexe sur la première ligne.

	ÂGE		SEXE		
			HOMME	FEMME	
J'ai :	_______	ans	1	2	69-
	_______	ans	1	2	71-
	_______	ans	1	2	73-
	_______	ans	1	2	75-
	_______	ans	1	2	77-
					6-5
	_______	ans	1	2	13-
	_______	ans	1	2	15-
	_______	ans	1	2	17-
					19/21

19. Veuillez indiquer votre profession en donnant seulement le genre de travail que vous accomplissez et le type de compagnie pour laquelle vous travaillez, sans en préciser le nom. (PRÉCISEZ. SI RETRAITÉ, COCHEZ LA CASE)

____________________ DANS ____________________ 22-
(GENRE DE TRAVAIL) (TYPE DE COMPAGNIE)

( ) RETRAITÉ

20. Veuillez inscrire votre nom et votre adresse complète, code postal inclus.

NOM DU PARTICIPANT: ______________________________

ADRESSE: ______________________________

VILLE: ______________ PROVINCE/ÉTAT: ______________

PAYS: ______________________________

CODE POSTAL/ZIP: ______________________________ 23-

N° DE TÉLÉPHONE: ______________ ______________
CODE RÉGIONAL NUMÉRO

MERCI BEAUCOUP D'AVOIR PARTICIPÉ À LA PRÉSENTE ENQUÊTE. JE VOUS PRIE DE REMPLIR CE QUESTIONNAIRE ET DE NOUS LE RETOURNER PAR LA POSTE.

L'ENVELOPPE CI-JOINTE EST DÉJÀ ADRESSÉE ET AFFRANCHIE POUR PLUS DE COMMODITÉ. VOS RÉPONSES NOUS AIDERONS À AMÉLIORER LES SERVICES ET LES INSTALLATIONS DANS LES PARCS.

VEUILLEZ, S'IL VOUS PLAIT, REMPLIR ET POSTER CE QUESTIONNAIRE AVANT DE QUITTER LE CANADA.

EN SIGNE DE RECONNAISSANCE POUR VOTRE COLLABORATION, VOICI UN SOUVENIR DE L'ALBERTA.

RECORD:	Refused before screening	31-1
	Qualified but refused	2

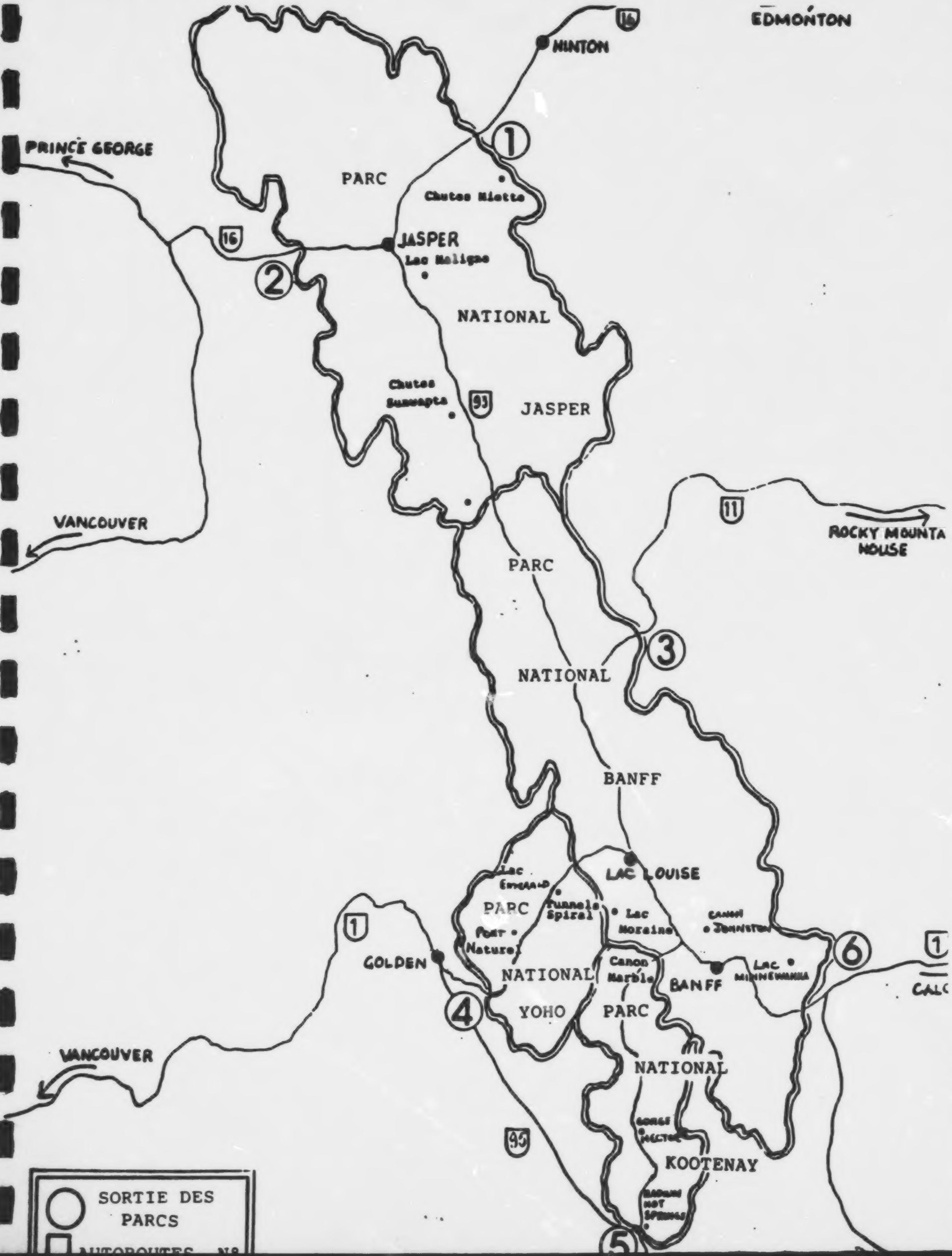
13-
Location:______________________________ 14-

Date: ______________________________ 15-
Day Month

Start: __________________A.M./P.M.

Finish:__________________A.M./P.M.

Interviewer:____


16
EDMONTON
HINTON
①
PRINCE GEORGE
PARC
Chutes Miette
16
JASPER
Lac Maligne
②
NATIONAL
Chutes Sunwapta
93
JASPER
VANCOUVER
11
ROCKY MOUNTA
HOUSE
PARC
③
NATIONAL
BANFF
Lac Emerald
LAC LOUISE
PARC
Tunnels Spiral
Lac Moraine
Canon Johnston
1
Pont Naturel
GOLDEN
⑥
1
Canon Marble
Lac Minnewanka
NATIONAL
BANFF
CALG
④
YOHO
PARC
VANCOUVER
NATIONAL
Gorge Hector
95
KOOTENAY
Radium Hot Springs
⑤
SORTIE DES PARCS
AUTOROUTES N°

CHARTERED MOTORCOACH QUESTIONNAIRE

Cher visiteur,

Ruston/Tomany & Associates, une société d'étude de marché, mène pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique, une étude sur les parcs nationaux de Banff, Jasper, Yoho et Kootenay. Les renseignements obtenus par l'entremise de l'étude nous permettront de planifier l'avenir des parcs.

Auriez-vous l'obligeance de prendre quelques minutes afin de remplir les deux questionnaires ci-joints et de nous les retourner dans l'enveloppe affranchie fournie.

Il est important qu'un seul membre de votre groupe remplisse les questionnaires (par groupe nous ne voulons pas dire tout le monde à bord de l'autobus). Veuillez lire les questions 1 et 2 figurant sur le questionnaire Voyage nolisé (longues feuilles de papier) pour savoir qui, dans votre groupe, devrait remplir les questionnaires.

Comme certaines des questions portent sur les dépenses dans le parc, veuillez ne remplir le questionnaire qu'une fois sorti de ce dernier.

Veuillez poster les questionnaires remplis aujourd'hui-même!, soit au moment de votre arrivée à l'hôtel, soit à l'aéroport si vous partez aujourd'hui. L'enveloppe est déjà affranchie, vous n'avez donc pas à apposer de timbre si vous la postez au Canada ou aux États-Unis.

J'aimerais en tout dernier lieu vous remercier de votre collaboration et j'espère que vous avez eu un séjour agréable dans les parcs.

Salutations cordiales,

D. T

Denis Tomany
Président

DT:as

ENQUÊTE S'ADRESSANT AUX VISITEURS DES PARCS NATIONAUX

Cher guide touristique,

Ruston/Tomany & Associates, une société d'étude de marché, mène une étude pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique. Les renseignements obtenus grâce à cette dernière nous permettront de planifier l'avenir des parcs et de nous assurer que leurs installations plaisent aux touristes du monde entier.

Dans le cadre de l'étude, nous désirons obtenir des renseignements des visiteurs voyageant en autobus nolisé. Nous savons qu'il s'agit d'un secteur très important du marché des visiteurs et voulons nous assurer que l'opinion de ces passagers sera incluse dans notre étude. C'est pourquoi nous distribuons des questionnaires à certains passagers le jour où ils quittent le parc. Il est possible que certains passagers de votre groupe soient abordés, au moment où ils montent dans l'autobus, par les interviewers de Ruston/Tomany et qu'ils reçoivent un questionnaire à remplir et à retourner par la poste. Les enveloppes sont affranchies. Ne vous inquiétez pas, au moment de la distribution des questionnaires, nos interviewers ne ralentiront pas votre groupe, ni ne retarderont son départ.

Nous vous serions reconnaissants de collaborer avec nous. Vous pourriez nous aider en encourageant les passagers à remplir les questionnaires et à nous les retourner par la poste le jour-même.

Je vous remercie à l'avance de votre collaboration.

Salutations cordiales,

Denis Tomany
Président

DT:as

Ruston/Tomany & Associates Ltd. R/T 19151

VOYAGE NOLISÉ 5-

6-1

WINTER 7-2

1. Bonjour, je travaille chez Ruston/Tomany & Associés, une société d'étude de marché. Nous menons pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique une étude sur les parcs nationaux de Banff, Jasper, Yoho et Kootenay. Auriez-vous l'amabilité de m'accorder quelques minutes pour répondre à ce questionnaire? 19/

2. Combien de personnes dans votre groupe sont âgées de 16 ans ou plus et combien sont âgées de moins de 16 ans? Par le groupe, je ne veux pas dire tout le monde dans l'autobus. (PRÉCISEZ CI-DESSOUS)

16 ans ou plus ____________ 20-
(INSCRIVEZ L'ÂGE) 21-

Moins de 16 ans ____________ 22-
(INSCRIVEZ L'ÂGE) 23-

3. Parmi les personnes âgées de 16 ans ou plus dans votre groupe, quelle est celle dont l'anniversaire est le plus proche? (INSCRIVEZ LE PRÉNOM CI-DESSOUS).

INSCRIVEZ LE PRÉNOM: ______________________________

Veuillez demander à la personne dont le nom figure ci-dessus de répondre au reste du questionnaire.

4. La plupart des questions suivantes sont à choix multiple, avec un numéro apposé à côté de chacun. Vous n'avez qu'à encercler le numéro de votre choix. Par exemple:
Ma couleur préférée est le ...

Rouge	[✓ 1]
Vert	2
Bleu	3
Jaune	4

25/45

5. Quelle est votre résidence principale? (INSCRIVEZ LA VILLE, LA PROVINCE, L'ÉTAT, LE PAYS).

			46-
____________	____________	____________	47-
VILLE	PROVINCE OU ÉTAT	PAYS	48-

6. Quelle est la destination de votre voyage?

			49-
____________	____________	____________	50-
VILLE	PROVINCE OU ÉTAT	PAYS	51-

7. La région des parcs nationaux est-il la principale destination de votre voyage?

Oui	1	52-
Non	2	53/

8. En vous aidant de la carte, pouvez-vous indiquer quels sont les parcs que vous avez visités? (VEUILLEZ ENCERCLER UN CHIFFRE POUR CHAQUE PARC)

	NON VISITÉ	VISITÉ	
Parc national de Banff	1	2	54-
Parc national de Jasper	1	2	55-
Parc national de Yoho	1	2	56-
Parc national de Kootenay	1	2	57-

58/80
6-2
13/

9. Combien de nuits, le cas échéant, avez-vous passé à l'extérieur de votre foyer pendant votre voyage?

NBRE DE NUITS (TOUT LE VOYAGE) __________ (PRÉCISEZ) SI AUCUNE NUIT VEUILLEZ ALLER À LA Q.12. 14- 15- 16-

10. Et combien de nuits au total au cours du présent voyage, avez-vous passé dans les parcs nationaux depuis votre départ?

NBRE DE NUITS DANS LES PARCS __________ (PRÉCISEZ) SI AUCUNE NUIT DANS LES PARCS ALLEZ À LA Q.12 17- 18- 19-

11. Nous désirons savoir quelles installations d'hébergement vous avez utilisées dans les parcs. Pour chaque nuit passée dans un endroit différent, indiquez le lieu de l'hébergement, le type d'hébergement et le nombre de nuits.

Légende - TYPE D'HÉBERGEMENT

1) Hôtel/motel/station/auberge	5) Terrain de camping
2) Chalet ou villa	6) Camping sauvage
3) Chambre-petit déjeuner	7) Amis/parents/maison de vacances personnelle
4) Auberge de jeunesse	

	ARRÊT POUR LA NUIT	NOMS ET LIEUX D'HÉBERGEMENT (INSCRIVEZ CI-DESSOUS)	TYPE D'HÉBERGEMENT (SE REPORTER À LA LÉGENDE POUR ENCERCLER LE CHIFFRE APPROPRIÉ)	NOMBRE DE NUITS DANS CE LIEU (INSCRIVEZ LE NOMBRE)
20-	PREMIER:	______	1 2 3 4 5 6 7	______
26-	SECOND:	______	1 2 3 4 5 6 7	______
32-	TROISIÈME:	______	1 2 3 4 5 6 7	______
38-	QUATRIÈME:	______	1 2 3 4 5 6 7	______
44-	CINQUIÈME:	______	1 2 3 4 5 6 7	______
50-	SIXIÈME:	______	1 2 3 4 5 6 7	______
56-	SEPTIÈME:	______	1 2 3 4 5 6 7	______
62-	HUITIÈME:	______	1 2 3 4 5 6 7	______

68/69

12. SI VOUS N'ÊTES PAS LA PERSONNE DANS LE GROUPE QUI EST LE PLUS AU COURANT DES DÉPENSES DU GROUPE, VEUILLEZ DEMANDER À CETTE PERSONNE DE VOUS AIDER À RÉPONDRE AUX QUESTIONS SUIVANTES CONCERNANT LES DÉPENSES DU VOYAGE.

Une partie de vos dépenses étaient-elles payées avant votre entrée dans les parcs nationaux?

Oui	1	70-
Non	2 VEUILLEZ ALLER À LA Q.15	

71/80

6-3

13.-a) Veuillez indiquer, en vous aidant de la liste ci-dessous, vos dépenses avant votre départ, en vue de votre visite dans les parcs nationaux. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -a).

-b) Indiquez si elles faisaient partie d'un forfait ou non. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -b).

-c) Pour chacune des dépenses ne faisant pas partie d'un forfait, veuillez préciser le montant payé ainsi que la devise. (EX. FRANC, DEUTSCHEMARK, YEN, DOLLARS US, DOLLARS CAN, ETC.)

	-a) DÉPENSES AVANT DÉPART	-b) FORFAIT	NON-FORFAIT	-c) POUR LES NON-FORFAITS PRÉCISEZ: MONTANT	DEVISE	10- 11- 12-
Hébergement	1	1	1	________$	______	13-
Boissons et aliments	2	2	2	________$	______	17-
Divertissement, activités, visites guidées, billets pour téléférique	3	3	3	________$	______	21-
Location de véhicule possession dans un parc	4	4	4	________$	______	25-
Location de véhicule possession à l'extérieur d'un parc	5	5	5	________$	______	29-
Transport	6	6	6	________$	______	33-

Aucun 9 ALLEZ À LA Q. 15

SI CES DÉPENSES AVANT DÉPART FAISAIENT PARTIE D'UN FORFAIT, VEUILLEZ RÉPONDRE À LA QUESTION 14. , SINON ALLEZ À LA QUESTION 15.

14. -a) Quel est le montant total versé par chaque personne de votre groupe pour un forfait payé d'avance? PRÉCISEZ LE MONTANT ET LA DEVISE.

37-

__________________$ MONTANT

__________________ DEVISE

-b) Combien de nuits en tout étaient incluses dans votre forfait payé d'avance et combien de ces nuits avez-vous passées dans un parc?

41-

__________________ NUITS EN TOUT

__________________ NUITS DANS UN PARC

44-

-c) Si votre transport était inclus dans le forfait payé d'avance, veuillez préciser votre point de départ.

47-
48-
49-

__________________ VILLE (LA PLUS PROCHE)

__________________ PROVINCE OU ÉTAT

__________________ PAYS

-d) SI VOUS AVEZ PAYÉ L'HÉBERGEMENT SÉPARÉMENT (PAS PARTIE DU FORFAIT), VEUILLEZ RÉPONDRE À LA QUESTION 14-d)
SINON ALLEZ À LA QUESTION 15)

Combien de nuits au total ce forfait couvrait-il et combien de ces nuits avez-vous passées dans un parc?

50-

__________________ NUITS EN TOUT

__________________ NUITS DANS UN PARC

53-

56-58/

15. Pour chaque catégorie de dépenses figurant ci-dessous, veuillez indiquer, le montant total dépensé par l'ensemble des personnes dans le véhicule pendant la durée totale de la visite dans les parcs. Indiquez tous les achats payés comptant, à crédit, par chèque de voyage et par chèque. N'indiquez cependant pas les dépenses payées d'avance qui figurent dans les questions précédentes.

Combien fut dépensé par l'ensemble des personnes dans le véhicule pour...? INSCRIVEZ LE MONTANT EN DOLLARS CANADIENS POUR CHAQUE CATÉGORIE FIGURANT CI-DESSOUS. SI VOUS NE CONNAISSEZ PAS LE MONTANT EN DEVISES CANADIENNES, INSCRIVEZ LE MONTANT ET PRÉCISEZ LA DEVISE DANS L'ESPACE PRÉVU À CETTE FIN.

	SI SANS OBJET COCHEZ CASE	MONTANT EN $ CAN	AUTRE DEVISE (VEUILLEZ PRÉCISER MONTANT ET DEVISE)	59- 60-
Hébergement dans les parcs, à l'exception de camping	( )	______$	__________	61-
Frais de camping	( )	______$	__________	65-
Boissons et aliments achetés dans les restaurants, hôtels ou bars des parcs	( )	______$	__________	69-
Aliments et boissons achetés dans les parcs	( )	______$	__________	73-
Essence et huile pour le véhicule, entretien et réparations dans les parcs	( )	______$	__________	77- 5-1
Transports dans les parcs, dont les minibus, les taxis, etc.	( )	______$	__________	6-4 13-
Location de véhicule, possession dans un parc	( )	______$	__________	17-
Loisirs et divertissements dont les visites, les billets, la location de matériel, etc., achetés dans les parcs	( )	______$	__________	21-
Frais d'inscription à un congrès ou un colloque dans les parcs	( )	______$	__________	25-
Frais d'entrée dans les parcs, frais de permis	( )	______$	__________	29-
Achats personnels comme: souvenirs, équipement, films, vêtements, etc., effectués dans les parcs	( )	______$	__________	33-
Montant total approximatif		______$	__________	37-56/ 57

- b) Un membre de votre groupe a-t-il utilisé une carte de membre saisonnière donnant accès à une remontée mécanique aujourd'hui?

Oui 1
Non 2 ALLEZ À LA QUESTION 16

- c) Veuillez inscrire, pour chaque personne de votre groupe ayant une carte de membre, la somme totale payée pour la carte et le nombre de jours d'utilisation de la carte pendant le voyage.

	PRIX	MONNAIE	NOMBRE DE JOURS
PERSONNE 1	____	____	____
2	____	____	____
3	____	____	____
4	____	____	____
5	____	____	____
6	____	____	____

16-a) Pouvez-vous donner les raisons qui ont influencé votre décision de visiter les parcs nationaux de Banff ou de Jasper?

____ 61-

____ 62-

____ 63-

-b) Dans l'ensemble, comment évaluez-vous votre visite dans les parcs nationaux de Banff et de Jasper? ENCERCLEZ UNE RÉPONSE. 64-

	Excellente	1
	Très bien	2
	Bien	3
	Passable	4
ou	Faible	5

-c) Quels attraits, installations ou services aimeriez-vous voir implantés ou améliorés dans les parcs nationaux de Banff ou de Jasper? (INSCRIVEZ CI-DESSOUS)

____ 65-

____ 66-

____ 67-

17. Lequel des énoncés suivants décrit le mieux l'impact des jeux olympiques d'hiver 1988 sur votre décision d'entreprendre ce voyage? ENCERCLEZ UNE RÉPONSE.

68-

	J'ai visité les parcs comme j'étais dans la région pour organiser, couvrir ou participer aux jeux olympiques	1
	J'ai visité les parcs nationaux comme j'étais dans la région dans le but d'assister aux jeux olympiques.	2
	Ce que j'ai vu ou entendu sur les jeux olympiques m'a donné le goût de visiter les parcs.	3
	J'ai dû changer les dates de ma visite dans les parcs à cause des jeux olympiques.	4
OU	Les jeux olympiques n'avaient rien à voir avec ma décision de visiter les parcs.	5

18. Veuillez inscrire l'âge et le sexe de chacune des personnes à bord du véhicule, dont les vôtres. Inscrivez votre âge et votre sexe sur la première ligne.

	ÂGE		SEXE		
			HOMME	FEMME	
J'ai :	_______	ans	1	2	69-
	_______	ans	1	2	71-
	_______	ans	1	2	73-
	_______	ans	1	2	75-
	_______	ans	1	2	77- 6-5
	_______	ans	1	2	13-
	_______	ans	1	2	15-
	_______	ans	1	2	17-
					19/21

19. Veuillez indiquer votre profession en donnant seulement le genre de travail que vous accomplissez et le type de compagnie pour laquelle vous travaillez, sans en préciser le nom. (PRÉCISEZ. SI RETRAITÉ, COCHEZ LA CASE)

______________________ DANS ______________________ 22-
(GENRE DE TRAVAIL) (TYPE DE COMPAGNIE)

( ) RETRAITÉ

Veuillez inscrire votre nom et votre adresse complète, code postal inclus.

NOM DU PARTICIPANT: ______________________

ADRESSE: ______________________

VILLE: ____________ PROVINCE/ÉTAT: ____________

PAYS: ______________________

CODE POSTAL/ZIP: ______________________ 23-

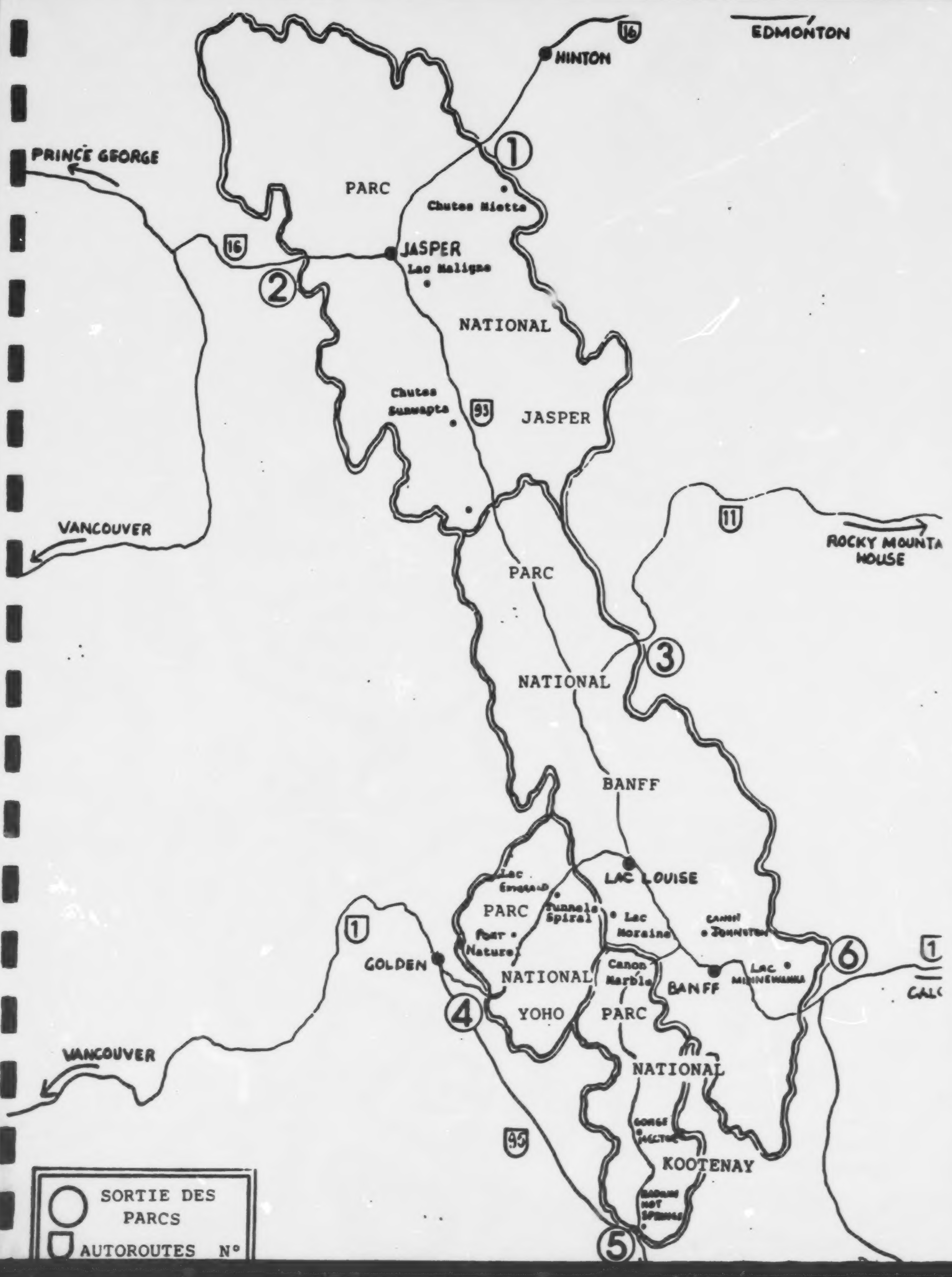
N° DE TÉLÉPHONE: ____________ ____________
CODE RÉGIONAL NUMÉRO

Merci beaucoup d'avoir complété ce questionnaire. Nous vous serions gré de compléter le second questionnaire sur vos activités dans les parcs et de donner votre opinion sur ces derniers et leurs installations. Insérez les questionnaires une fois remplis dans l'enveloppe fournie.

Veuillez les poster aujourd'hui-même, soit au moment de votre arrivée à l'hôtel ou à l'aéroport si vous partez aujourd'hui.

L'enveloppe est déjà affranchie, vous n'avez donc pas à apposer de timbre si vous la postez au Canada ou aux États-Unis.

29/30


EDMONTON
16
HINTON
PRINCE GEORGE
1
PARC
Chutes Miette
16
JASPER
2
Lac Maligne
NATIONAL
Chutes Sunwapta
93
JASPER
VANCOUVER
11
ROCKY MOUNTA
HOUSE
PARC
3
NATIONAL
BANFF
LAC LOUISE
Lac Emerald
Tunnels Spiral
PARC
Lac Moraine
Canon Johnston
1
Fort Nature
GOLDEN
6
NATIONAL
Canon Marble
BANFF
Lac Minnewanka
1
CALG
4
YOHO
PARC
VANCOUVER
NATIONAL
Gorge Hector
95
KOOTENAY
Radium Hot Springs
5
SORTIE DES PARCS
AUTOROUTES N°

SKI HILL QUESTIONNAIRE

(DUSK STRATUM)

5- 7

6-1

7-2

AUTOROUTE

SKIER

Bonjour, je travaille chez Ruston/Tomany & Associés, une société d'étude de marché. Nous menons pour le compte des gouvernements du Canada, de l'Alberta et de la Colombie-Britannique une étude sur les parcs nationaux de Banff, Jasper, Yoho et Kootenay. Auriez-vous l'amabilité de m'accorder quelques minutes pour répondre à ce questionnaire?

19/

1. Combien de personnes dans le présent véhicule ont 16 ans ou plus et combien sont âgées de moins de 16 ans? (PRÉCISEZ CI-DESSOUS)

16 ans ou plus ________________ 20-
(INSCRIVEZ L'ÂGE) 21-

Moins de 16 ans ________________ 22-
(INSCRIVEZ L'ÂGE) 23-

2. Y a-t-il dans votre véhicule une personne âgée de 16 ans ou plus qui réside de façon permanente ou saisonnière dans un parc national? (VEUILLEZ COCHER UNE CASE)

Non ( ) VEUILLEZ ALLER À LA QUESTION 3 24-

Oui ( ) VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

25/29

3. Parmi les personnes âgées de 16 ans ou plus dans votre groupe, quelle est celle dont l'anniversaire est le plus proche? (INSCRIVEZ LE PRÉNOM CI-DESSOUS).

INSCRIVEZ LE PRÉNOM: ________________________

Veuillez demander à la personne dont le nom figure ci-dessus de répondre au reste du questionnaire.

La plupart des questions suivantes sont à choix multiple, avec un numéro apposé à côté de chacun. Vous n'avez qu'à encercler le numéro de votre choix. Par exemple:

Ma couleur préférée est le ...

Rouge [✓ 1]

Vert 2

Bleu 3

4. Regardez la carte des quatre parcs annexée au présent questionnaire. Pensez-vous revenir dans l'un des parcs au cours de votre voyage? 30-

Non, nous ne reviendrons pas dans les parcs au cours de ce voyage 1 VEUILLEZ ALLER À LA Q.5

Oui, nous prévoyons revenir dans les parcs au cours de ce voyage 2 VEUILLEZ REMETTRE LE QUESTIONNAIRE

31/

A. Quittez-vous les parcs nationaux aujourd'hui?

Oui	1 VEUILLEZ CONTINUER
Non	2 VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

B. Par quelle porte quitterez-vous le parc?

Par la porte est du parc Banff sur l'autoroute 1.	1 VEUILLEZ CONTINUER
Par la porte est du parc Jasper sur l'autoroute 16.	2
Par une autre porte.	3 VEUILLEZ REMETTRE LE QUESTIONNAIRE À L'INTERVIEWER

C. À quelle heure environ passerez-vous par cette porte? (Inscrivez le moment ci-dessous)

AM

______________________ PM

(HEURE)

5-a) Quelle est votre résidence principale? (INSCRIVEZ LA VILLE, LA PROVINCE, L'ÉTAT, LE PAYS).

			46-
____________	____________	____________	47-
VILLE	PROVINCE OU ÉTAT	PAYS	48-

-b) Quelle est la destination de votre voyage?

			49-
____________	____________	____________	50-
VILLE	PROVINCE OU ÉTAT	PAYS	51-

-c) La région des parcs nationaux est-il la principale destination de votre voyage?

Oui	1	5 -
Non	2	53/

6. En vous aidant de la carte, pouvez-vous indiquer quels sont les parcs que vous avez visités? (VEUILLEZ ENCERCLER UN CHIFFRE POUR CHAQUE PARC)

	NON VISITÉ	VISITÉ	
Parc national de Banff	1	2	54-
Parc national de Jasper	1	2	55-
Parc national de Yoho	1	2	56-
Parc national de Kootenay	1	2	57-

7-a) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre voyage? ENCERCLEZ UNE SEULE RÉPONSE À LA Q.7-a) CI-DESSOUS.

-b) Parmi les descriptions ci-dessous, encerclez celle qui correspond le mieux au but principal de votre visite dans les parcs nationaux? ENCERCLEZ UNE SEULE RÉPONSE À LA Q. 7-b) CI-DESSOUS. 58/75

		-a) But principal du voyage	-b) But principal de votre visite dans les parcs nationaux	
Affaires:	Réunion spéciale, conférence, congrès, colloque, exposition commerciale	1	1	76- 77-
	Autres affaires	2	2	
Personnel:	Réunion de famille par ex. visite à des amis ou à des parents, mariages, funérailles, etc.	3	3	
	Courses: par ex. magasins, banque, médecin, etc.	4	4	
Agrément:	Vacances	5	5	
	Détente	6	6	
	Visiter un centre de vacances	7	7	
De passage seulement			8	
Autre but (PRÉCISEZ)		____________	____________	

78/80

6-2
13/

8. Combien de nuits, le cas échéant, avez-vous passé à l'extérieur de votre foyer pendant tout le voyage?

NBRE DE NUITS (TOUT LE VOYAGE) ________ (PRÉCISEZ) SI AUCUNE NUIT VEUILLEZ ALLER À LA Q.11. 14- 15- 16-

9. Et combien de nuits au total au cours du présent voyage, avez-vous passé dans les parcs nationaux depuis votre départ?

NBRE DE NUITS DANS LES PARCS ________ (PRÉCISEZ) SI AUCUNE NUIT DANS LES PARCS ALLEZ À LA Q.11 17- 18- 19-

SI VOUS AVEZ DORMI DANS LES PARCS, VEUILLEZ RÉPONDRE À LA Q.10.

10. Nous désirons savoir quelles installations d'hébergement vous avez utilisées dans les parcs. Pour chaque nuit passée dans un endroit différent, indiquez le lieu de l'hébergement, le type d'hébergement et le nombre de nuits.

Légende - TYPE D'HÉBERGEMENT

1) Hôtel/motel/station/auberge
2) Chalet ou villa
3) Chambre-petit déjeuner
4) Auberge de jeunesse
5) Terrain de camping
6) Camping sauvage
7) Amis/parents/maison de vacances personnelle

	ARRÊT POUR LA NUIT	NOMS ET LIEUX D'HÉBERGEMENT (INSCRIVEZ CI-DESSOUS)	TYPE D'HÉBERGEMENT (SE REPORTER À LA LÉGENDE POUR ENCERCLER LE CHIFFRE APPROPRIÉ)	NOMBRE DE NUITS DANS CE LIEU (INSCRIVEZ LE NOMBRE)
20-	PREMIER:	________	1 2 3 4 5 6 7	________
26-	SECOND:	________	1 2 3 4 5 6 7	________
32-	TROISIÈME:	________	1 2 3 4 5 6 7	________
38-	QUATRIÈME:	________	1 2 3 4 5 6 7	________
44-	CINQUIÈME:	________	1 2 3 4 5 6 7	________
50-	SIXIÈME:	________	1 2 3 4 5 6 7	________
56-	SEPTIÈME:	________	1 2 3 4 5 6 7	________
62-	HUITIÈME:	________	1 2 3 4 5 6 7	________

68/69

11. Une partie de vos dépenses étaient-elles payées avant votre entrée dans les parcs nationaux?

Oui 1 70-

Non 2 VEUILLEZ ALLER À LA Q. 15

71/80

6-3

12-a) Veuillez indiquer, en vous aidant de la liste ci-dessous, vos dépenses avant votre départ, en vue de votre visite dans les parcs nationaux. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -a).

-b) Indiquez si elles faisaient partie d'un forfait ou non. (ENCERCLEZ LE CHIFFRE APPROPRIÉ DANS LA COLONNE -b).

-c) Pour chacune des dépenses ne faisant pas partie d'un forfait, veuillez préciser le montant payé ainsi que la devise. (EX. FRANC, DEUTSCHEMARK, YEN, DOLLARS US, DOLLARS CAN, ETC.)

	-a) DÉPENSES AVANT DÉPART	-b) FORFAIT	NON-FORFAIT	-c) POUR LES NON-FORFAITS PRÉCISEZ: MONTANT	DEVISE	10- 11- 12-
Hébergement	1	1	1	________$	______	13-
Boissons et aliments	2	2	2	________$	______	17-
Divertissement, activités, visites guidées, billets pour téléférique	3	3	3	________$	______	21-
Location de véhicule, possession dans un parc	4	4	4	________$	______	25-
Location de véhicule possession à l'extérieur d'un parc	5	5	5	________$	______	29-
Transport	6	6	6	________$	______	33-

Aucun 9 ALLEZ À LA Q.15

SI CES DÉPENSES AVANT DÉPART FAISAIENT PARTIE D'UN FORFAIT, VEUILLEZ RÉPONDRE À LA QUESTION 13., SINON ALLEZ À LA QUESTION 14.

13-a) Quel est le montant total versé par chaque personne de votre groupe pour un forfait payé d'avance? PRÉCISEZ LE MONTANT ET LA DEVISE.

37-

________________$ MONTANT

________________ DEVISE

-b) Combien de nuits en tout étaient incluses dans votre forfait payé d'avance et combien de ces nuits avez-vous passées dans un parc?

41-

________________ NUITS EN TOUT

________________ NUITS DANS UN PARC 44-

-c) Si votre transport était inclus dans le forfait payé d'avance, veuillez préciser votre point de départ.

47-
48-
49-

________________ VILLE (LA PLUS PROCHE)

________________ PROVINCE OU ÉTAT

________________ PAYS

14. SI VOUS AVEZ PAYÉ L'HÉBERGEMENT SÉPARÉMENT (PAS PARTIE DU FORFAIT), VEUILLEZ RÉPONDRE À LA QUESTION 14. SINON ALLEZ À LA QUESTION 15.)

Combien de nuits au total ce forfait couvrait-il et combien de ces nuits avez-vous passées dans un parc?

50-

________________ NUITS EN TOUT

________________ NUITS DANS UN PARC 53-

56-58/

15-a) Pour chaque catégorie de dépenses figurant ci-dessous, veuillez indiquer, le montant total dépensé par l'ensemble des personnes dans le véhicule pendant la durée totale de la visite dans les parcs. Indiquez tous les achats payés comptant, à crédit, par chèque de voyage et par chèque. N'indiquez cependant pas les dépenses payées d'avance qui figurent dans les questions précédentes.

Combien fut dépensé par l'ensemble des personnes dans le véhicule pour...? INSCRIVEZ LE MONTANT EN DOLLARS CANADIENS POUR CHAQUE CATÉGORIE FIGURANT CI-DESSOUS. SI VOUS NE CONNAISSEZ PAS LE MONTANT EN DEVISES CANADIENNES, INSCRIVEZ LE MONTANT ET PRÉCISEZ LA DEVISE DANS L'ESPACE PRÉVU À CETTE FIN.

	SI SANS OBJET COCHEZ CASE	MONTANT EN $ CAN	AUTRE DEVISE (VEUILLEZ PRÉCISER MONTANT ET DEVISE)	59- 60-
Hébergement dans les parcs, à l'exception de camping	( )	_______$	___________	61-
Frais de camping	( )	_______$	___________	65-
Boissons et aliments achetés dans les restaurants, hôtels ou bars des parcs	( )	_______$	___________	69-
Aliments et boissons achetés dans les parcs	( )	_______$	___________	73-
Essence et huile pour le véhicule, entretien et réparations dans les parcs	( )	_______$	___________	77- 5-1 6-4
Transports dans les parcs, dont les minibus, les taxis, etc.	( )	_______$	___________	13-
Location de véhicule, possession dans un parc	( )	_______$	___________	17-
Loisirs et divertissements dont les visites, les billets, la location de matériel, etc., achetés dans les parcs	( )	_______$	___________	21-
Frais d'inscription à un congrès ou un colloque dans les parcs	( )	_______$	___________	25-
Frais d'entrée dans les parcs, frais de permis	( )	_______$	___________	29-
Achats personnels comme: souvenirs, équipement, films, vêtements, etc., effectués dans les parcs	( )	_______$	___________	33-
Montant total approximatif		_______$	___________	37-56/ 57-

- b) Un membre de votre groupe a-t-il utilisé une carte de membre saisonnière donnant accès à une remontée mécanique aujourd'hui?

Oui 1
Non 2 ALLEZ À LA QUESTION 6

- c) Veuillez inscrire, pour chaque personne de votre groupe ayant une carte de membre, la somme totale payée pour la carte et le nombre de jours d'utilisation de la carte pendant le voyage.

	PRIX	MONNAIE	NOMBRE DE JOURS
PERSONNE 1			
2			
3			
4			
5			
6			

16-a) Pouvez-vous donner les raisons qui ont influencé votre décision de visiter les parcs nationaux de Banff ou de Jasper?

____ 61-

____ 62-

____ 63-

-b) Dans l'ensemble, comment évaluez-vous votre visite dans les parcs nationaux de Banff et de Jasper? ENCERCLEZ UNE RÉPONSE. 64-

	Excellente	1
	Très bien	2
	Bien	3
	Passable	4
ou	Faible	5

-c) Quels attraits, installations ou services aimeriez-vous voir implantés ou améliorés dans les parcs nationaux de Banff ou de Jasper? (INSCRIVEZ CI-DESSOUS)

____ 65-

____ 66-

____ 67-

17. Lequel des énoncés suivants décrit le mieux l'impact des jeux olympiques d'hiver 1988 sur votre décision d'entreprendre ce voyage? ENCERCLEZ UNE RÉPONSE.

68-

	J'ai visité les parcs comme j'étais dans la région pour organiser, couvrir ou participer aux jeux olympiques	1
	J'ai visité les parcs nationaux comme j'étais dans la région dans le but d'assister aux jeux olympiques.	2
	Ce que j'ai vu ou entendu sur les jeux olympiques m'a donné le goût de visiter les parcs.	3
	J'ai dû changer les dates de ma visite dans les parcs à cause des jeux olympiques.	4
OU	Les jeux olympiques n'avaient rien à voir avec ma décision de visiter les parcs.	5

18. Veuillez inscrire l'âge et le sexe de chacune des personnes à bord du véhicule, dont les vôtres. Inscrivez votre âge et votre sexe sur la première ligne.

	ÂGE		SEXE		
			HOMME	FEMME	
J'ai :	_______	ans	1	2	69-
	_______	ans	1	2	71-
	_______	ans	1	2	73-
	_______	ans	1	2	75-
	_______	ans	1	2	77-
					6-5
	_______	ans	1	2	13-
	_______	ans	1	2	15-
	_______	ans	1	2	17-
					19/21

19. Veuillez indiquer votre profession en donnant seulement le genre de travail que vous accomplissez et le type de compagnie pour laquelle vous travaillez, sans en préciser le nom. (PRÉCISEZ. SI RETRAITÉ, COCHEZ LA CASE)

_______________ DANS _______________ 22-
(GENRE DE TRAVAIL) (TYPE DE COMPAGNIE)

( ) RETRAITÉ

20. Veuillez inscrire votre nom et votre adresse complète, code postal inclus.

NOM DU PARTICIPANT: _______________

ADRESSE: _______________

VILLE: _______________ PROVINCE/ÉTAT: _______________

PAYS: _______________

CODE POSTAL/ZIP: _______________ 23-

N° DE TÉLÉPHONE: _______________ _______________
CODE RÉGIONAL NUMÉRO

MERCI BEAUCOUP D'AVOIR PARTICIPÉ À LA PRÉSENTE ENQUÊTE. JE VOUS PRIE DE REMPLIR CE QUESTIONNAIRE ET DE NOUS LE RETOURNER PAR LA POSTE.

L'ENVELOPPE CI-JOINTE EST DÉJÀ ADRESSÉE ET AFFRANCHIE POUR PLUS DE COMMODITÉ. VOS RÉPONSES NOUS AIDERONS À AMÉLIORER LES SERVICES ET LES INSTALLATIONS DANS LES PARCS.

VEUILLEZ, S'IL VOUS PLAIT, REMPLIR ET POSTER CE QUESTIONNAIRE AVANT DE QUITTER LE CANADA.

EN SIGNE DE RECONNAISSANCE POUR VOTRE COLLABORATION, VOICI UN SOUVENIR DE L'ALBERTA.

INTERVIEWER:

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		
Other (SPECIFY) ________________________			

RECORD:		
	Refused before screening	31-1
	Qualified but refused	2

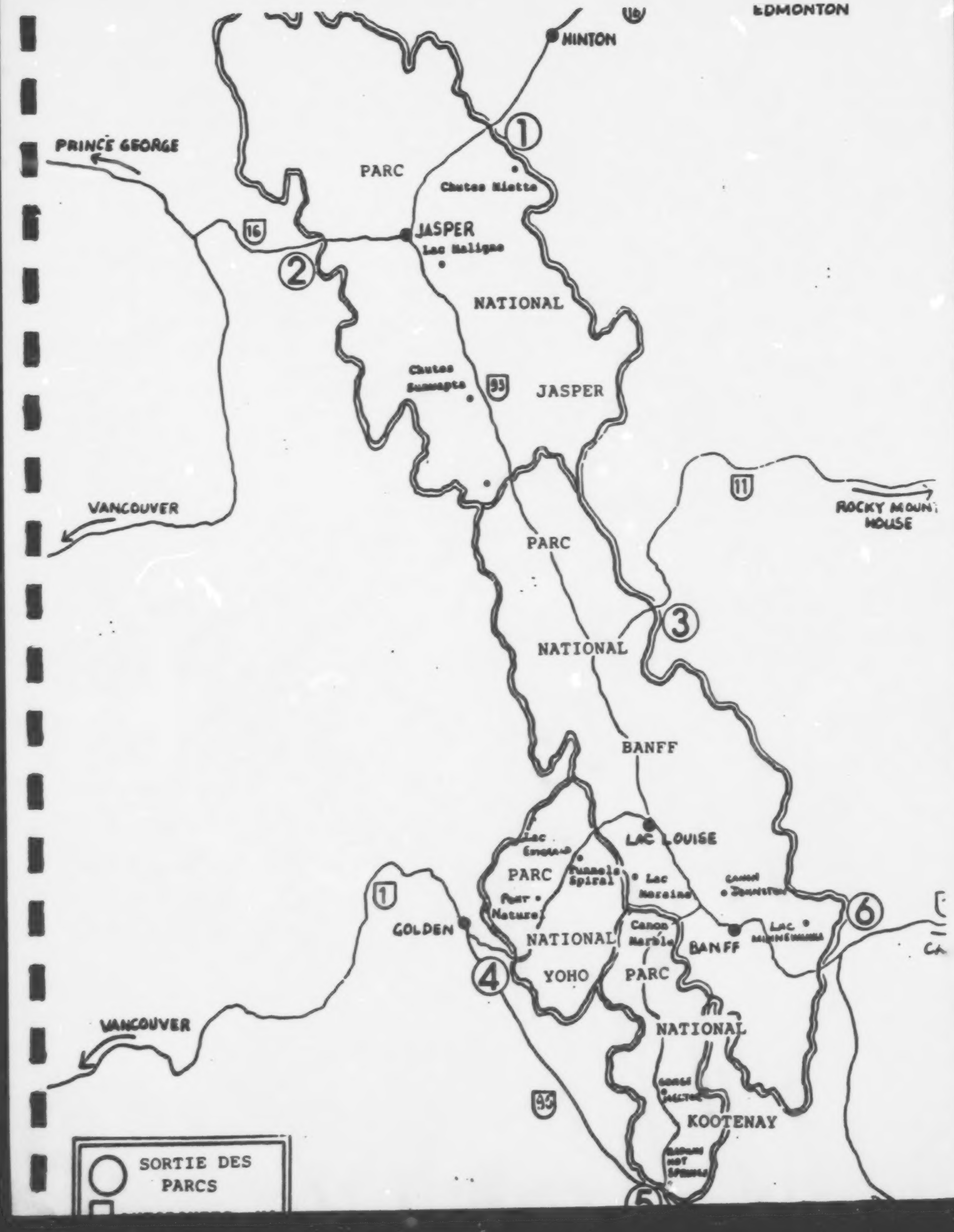
Location:_____________________________ 13- 14-

Date: _____________________________ 15-
Day Month

Start: ________________ A.M. P.M.

Finish:________________ A.M. P.M.

Interviewer:____


EDMONTON
16
HINTON
①
PRINCE GEORGE
PARC
Chutes Miette
16
JASPER
Lac Maligne
②
NATIONAL
Chutes Sunwapta
93
JASPER
11
ROCKY MOUNT
HOUSE
VANCOUVER
PARC
③
NATIONAL
BANFF
LAC LOUISE
Lac Emerald
Tunnels Spiral
Lac Moraine
Canon Johnston
PARC
Pont Naturel
1
GOLDEN
⑥
NATIONAL
Canon Marble
BANFF
Lac Minnewanka
CA
④
YOHO
PARC
VANCOUVER
NATIONAL
Gorge Sinclair
93
KOOTENAY
Radium Hot Springs
SORTIE DES PARCS
⑤

ATTITUDINAL MAILBACK QUESTIONNAIRE

Distributed To All Parks Visitors
In All Modes For Self-Completion

111 Elizabeth Street
ronto, Ontario M5G 1P7
6/977-1533

Ruston/Tomany
& Associates Ltd.

Cher participant,

Nous vous remercions de prendre le temps de répondre à l'enquête s'adressant aux visiteurs des parcs nationaux. Ce questionnaire à retourner par la poste nous fournira les renseignements supplémentaires dont nous avons besoin pour dresser un dossier précis et complet de votre visite au parc. Ces renseignements serviront en outre à améliorer les parcs nationaux.

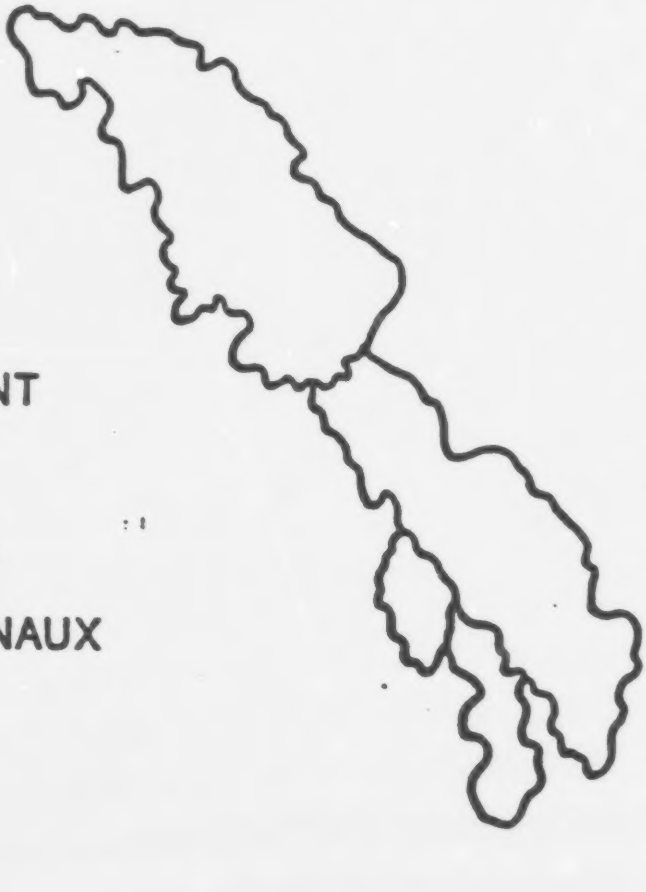
Vos réponses ont une très grande importance; veuillez remplir le questionnaire et le retourner dans l'enveloppe affranchie fournie.

Salutations cordiales,

Denis Tomany
Président

DT/ss

ENQUÊTE S'ADRESSANT AUX VISITEURS DES PARCS NATIONAUX



5-5

6-1

7-2

QUELQUES DIRECTIVES AVANT DE COMMENCER

La plupart des questions sont à choix multiple, avec un numéro apposé à côté de chacune des possibilités de réponse. Pour indiquer votre réponse, vous n'avez qu'à encercler le numéro près de votre choix.

Par exemple:

Ma couleur préférée est le ...

Bleu	1
Vert	2
Rouge	[✓ 3]
Jaune	4

Si plus d'une réponse s'applique, encerclez alors tous les chiffres appropriés.

Certaines questions sont suivies d'un espace vide plutôt que de numéros de réponse. Vous n'avez qu'à y répondre dans vos propres mots.

SI VOUS N'ÊTES ALLÉ QU'AUX PARCS NATIONAUX YOHO OU KOOTENAY, PASSEZ À LA Q. 10 SUR LA PAGE 10. DANS LE CAS CONTRAIRE, VEUILLEZ REMPLIR TOUT LE QUESTIONNAIRE.

1. Encerclez toutes les activités et tous les programmes figurant dans la liste auxquels vous avez participé dans les parcs nationaux de Banff ou de Jasper. Ne pas mentionner les activités ou les programmes auxquels vous n'avez participé que dans les parcs nationaux Yoho ou Kootenay. (REPORTEZ-VOUS À LA CARTE ET ENCERCLEZ TOUTES LES RÉPONSES POSSIBLES.)

Visite en automobile	01
Visite en autobus	02
Observation de la nature	03
Observation des oiseaux	04
Pique-nique	05
Photographie	06
Alpinisme	07
Escalade de glacier	08
Jogging, course	09
Randonnée seul ou avec votre propre groupe	10
Randonnée avec un naturaliste du parc	11
Participation à un programme éducatif ou d'interprétation du Parc	12
Participation à un cours au Centre Banff	13
Études et recherches scientifiques	14
Pêche	15
Natation	16
Plongée sous-marine/Tuba	17
Excursions en bateau	18
Autres activités nautiques: bateau, canot, kayak, voile	19
Rivière en pneumatique	20
Planche à voile	21
Équitation en sentiers	22
Promenade en calèche	23
Vélo	24
Golf	25
Tennis	26
Magasins	27
Films	28
Festival des arts de Banff	29
Autres activités: théâtre, concerts, expositions	30
Visite des musées, expositions et sites historiques	31
Activités sportives	32
Autres festivals et activités	33
Ski alpin	34
Ski de fond	35
Patin	36
Raquette	37
Promenades en traîneau tiré par des chevaux	38
Promenades en traîneau tiré par des chiens	39
Randonnée en véhicule sur le champ de glace Columbia	40
Repos, détente	41
Centre d'information touristique	42
Toute autre activité (VEUILLEZ PRÉCISER) ____________ ____________	
N'ai participé à aucune activité et à aucun programme	49

2. Lesquels des lieux suivants avez-vous personnellement visités dans les parcs de Banff ou de Jasper au cours de votre voyage?

LIEUX À VISITER DANS LES PARCS NATIONAUX

LOTISSEMENTS URBAINS

Banff	01
Jasper	02
Village du lac Louise	03

LACS À BANFF

Lac Bow	04
Lac Hector	05
Lac Louise	06
Lac Minnewanka	07
Lac Moraine	08
Lac Peyto	09
Lacs Vermilion	10
Autres lacs à Banff	11
Lacs à Banff, nom inconnu	12

Lacs à Jasper

Lacs Edith et Annette Lac Beauvert	13
Lac Maligne	14
Lac Medicine («Lac qui disparaît»)	15
Lacs Patricia et Pyramid	16
Lacs Jasper/Talbot	17
Autres lacs à Jasper	18
Lacs à Jasper, nom inconnu	19

CHUTES ET SOURCES À BANFF

Chutes Bow	20
Piscine Upper Hot Springs	21
Centre du centenaire Cave and Basin	22
Autres chutes et sources à Banff	23
Chutes et sources à Banff, nom inconnu	24

CHUTES ET SOURCES À JASPER

Chutes Athabasca	25
Chutes Miettes	26
Chutes Punchbowl	27
Chutes Sunwapta	28
Autres chutes et sources à Jasper	29
Chutes et sources à Jasper, nom inconnu	30

GLACIERS ET CHAMPS DE GLACE À BANFF ET À JASPER

Glacier Athabasca	31
Champ de glace Columbia	32
Glacier Stutfield	33
Glacier Crowfoot	34
Glacier Dome	35
Autres glaciers et champs de glace à Banff et à Jasper	36

AUTRES ATTRAITS NATURELS À BANFF

La rocaille Cascade (Édifice administratif) 37

Mont Castle 38

Les hoodoos ou cheminées de fées 39

Canon Johnson 40

Passage à gué de la rivière Saskatchewan 41

Vallée Skoki 42

Région du lac Égypt 43

AUTRES ATTRAITS NATURELS À JASPER

Belvédère pour les chèvres 44

Vallée et canon et Maligne 45

Mont Edith Cavell 46

Vallée des Cinq-lacs 47

Vallée Tonquin 48

Sentier Skyline 49

MUSÉES ET CENTRES D'ART À BANFF

Banff Centre For Fine Arts 50

Musée du parc (histoire naturelle) 51

Luxton Museum (culture amérindienne) 52

Natural History Museum (géologie) 53

Walter J. Phillips Art Gallery 54

Whyte Museum of the Canadian Rockies (art) 55

Musées et centres d'art, nom inconnu 56

MUSÉES ET AUTRES CENTRES À JASPER

Centre du champ de glace Columbia 57

The Den Wildlife Museum 58

LIEUX HISTORIQUES À BANFF ET À JASPER

Ancienne ville minière de Bankead (Banff) 59

Plaque historique de Silver City (Banff) 60

Hôtel Banff Springs 61

Cairn du Old Fort Point (Jasper) 62

Enclos de bisons à Banff 63

TÉLÉFÉRIQUES À BANFF

Lake Louise Gondola Lift 64

Mount Morquay Scenic Lift 65

Sulphur Mountain Gondola Lift 66

Sunshine Village and Gondola 67

TÉLÉFÉRIQUES À JASPER

Jasper Tramway on Whistler's Mountain 68

STATIONS DE SKI À BANFF

Ski Louise 69

Mount Norquay 70

Sunshine Village 71

STATIONS DE SKI À JASPER

Marmot Basin 72

-a) Lors de votre visite des parcs, avez-vous pris part à une visite guidée en autobus des parcs nationaux de Banff ou de Jasper dont le point de départ se trouvait dans un parc? (VEUILLEZ N'ENCERCLER QU'UN SEUL NUMÉRO)

NON	1
OUI	2

DANS L'AFFIRMATIVE

-b) S'agissait-il d'une visite de plus d'un jour ou d'une visite débutant et se terminant le même jour? (VEUILLEZ N'ENCERCLER QU'UN SEUL NUMÉRO)

Visite de plus d'un jour	1
Visite d'un seul jour	2

4-a) Qu'avez-vous aimé dans les parcs nationaux de Banff ou de Jasper? (VEUILLEZ PRÉCISER)

____

____

____

____

-b) Que n'avez-vous pas aimé dans les parcs nationaux de Banff ou de Jasper? (VEUILLEZ PRÉCISER)

____

____

____

____

RÉPONDEZ À LA QUESTION 5 SI VOUS AVEZ PASSÉ DU TEMPS DANS LE PARC NATIONAL DE BANFF

5-a) Veuillez indiquer votre degré de satisfaction quant à votre visite du Parc national de Banff selon les caractéristiques suivantes et cette échelle d'un à sept, un indiquant que vous n'êtes pas du tout satisfait et sept que vous êtes très satisfait. Plus votre degré de satisfaction est élevé, plus le chiffre que vous aurez choisi sera élevé, et vice versa. ENCERCLEZ UN CHIFFRE POUR CHAQUE ÉNONCÉ.

	Pas du tout satisfait		Ni satisfait ni insatisfait			Très satisfait		Sans opinion/ ne s'applique pas
1. Possibilité d'hébergement convenable	1	2	3	4	5	6	7	9
2. Choix de restaurants/ services d'alimentation	1	2	3	4	5	6	7	9
3. Vie nocturne, théâtre et divertissements	1	2	3	4	5	6	7	9
4. Toilettes publiques	1	2	3	4	5	6	7	9
5. Qualité de l'alimentation	1	2	3	4	5	6	7	9
6. Confort et propreté des lieux	1	2	3	4	5	6	7	9
7. Magasins	1	2	3	4	5	6	7	9
8. Qualité du camping	1	2	3	4	5	6	7	9
9. Qualité du service	1	2	3	4	5	6	7	9
10. Protection et préservation de l'environnement	1	2	3	4	5	6	7	9
11. Amabilité, courtoisie et hospitalité des gens de l'endroit	1	2	3	4	5	6	7	9
12. Coût total	1	2	3	4	5	6	7	9

-b) À votre avis qu'est-ce qui différencie le Parc national de Banff des autres parcs que vous avez visités? (PRÉCISEZ CI-DESSOUS.)

____

____

____

RÉPONDEZ À LA QUESTION 6 SI VOUS AVEZ PASSÉ DU TEMPS DANS LE PARC NATIONAL DE JASPER

6-a) Veuillez indiquer votre degré de satisfaction quant à votre visite du Parc national de Jasper selon les caractéristiques suivantes et cette échelle d'un à sept; un indiquant que vous n'êtes pas du tout satisfait et sept que vous êtes très satisfait. Plus votre degré de satisfaction est élevé, plus le chiffre que vous aurez choisi sera élevé, et vice versa. ENCERCLEZ UN CHIFFRE POUR CHAQUE ÉNONCÉ.

	Pas du tout satisfait		Ni satisfait ni insatisfait			Très satisfait		Sans opinion/ ne s'applique pas
1. Possibilité d'hébergement convenable	1	2	3	4	5	6	7	9
2. Choix de restaurants/ services de l'alimentation	1	2	3	4	5	6	7	9
3. Vie nocturne, théâtre et divertissements	1	2	3	4	5	6	7	9
4. Toilettes publiques	1	2	3	4	5	6	7	9
5. Qualité de l'alimentation	1	2	3	4	5	6	7	9
6. Confort et propreté des lieux	1	2	3	4	5	6	7	9
7. Magasins	1	2	3	4	5	6	7	9
8. Qualité du camping	1	2	3	4	5	6	7	9
9. Qualité du service	1	2	3	4	5	6	7	9
10. Protection et préservation de l'environnement	1	2	3	4	5	6	7	9
11. Amabilité, courtoisie et hospitalité des gens de l'endroit	1	2	3	4	5	6	7	9
12. Coût total	1	2	3	4	5	6	7	9

-b) À votre avis qu'est-ce qui différencie le Parc national de Jasper des autres parcs que vous avez visités? (PRÉCISEZ CI-DESSOUS.)

____

____

____

7. À part cette visite, en quelle année avez-vous visité les parcs nationaux de Banff ou de Jasper? INSCRIVEZ L'ANNÉE CI-DESSOUS OU COCHEZ LA CASE.

____

ANNÉE

( ) JAMAIS VISITÉ AUPARAVANT

8. Veuillez indiquer dans la liste ci-dessous, quelles sources d'information vous avez utilisées pour planifier votre voyage dans les parcs nationaux de Banff ou de Jasper. (VEUILLEZ ENCERCLER TOUTES LES CASES QUI S'APPLIQUENT.)

La documentation ou les renseignements que j'ai reçus avant de partir en voyage provenaient d(e)'...

Travel Alberta	01
Tourisme Canada	02
Parcs Canada	03
Colombie-Britannique	04
Un bureau du gouvernement du Canada à l'extérieur du Canada (par ex.: ambassade, consulat, bureau d'échanges commerciaux et de tourisme)	05
J'ai obtenu des renseignements d'un centre d'information au cours du voyage	06
J'ai obtenu des renseignements au cours d'un Salon sur les voyages	07
J'ai consulté une agence de voyages qui ...	
m'a fourni de la documentation	08
m'a fourni d'autres renseignements	09
J'ai vu une annonce à la télé	10
J'ai vu un autre type d'annonce	11
J'ai lu un article sur les voyages	12
J'ai vu un film sur les voyages	13
J'ai lu un livre sur les voyages	14
J'ai suivi les conseils d'amis et de parents	15
Je me suis fié à ma propre expérience personnelle	16
JE N'AI UTILISÉ AUCUNE SOURCE D'INFORMATION	17

9. Quand vous êtes-vous finalement décidé à visiter les Parcs nationaux de Banff et de Jasper? Veuillez encercler le chiffre correspondant au mois et inscrire l'année dans l'espace à cette fin.

	MOIS		
Janvier	1	Juillet	7
Février	2	Août	8
Mars	3	Septembre	9
Avril	4	Octobre	10
Mai	5	Novembre	11
Juin	6	Décembre	12

ANNÉE

____
(PRÉCISEZ)

5-5
6-2
13-

VEUILLEZ RÉPONDRE À TOUTES LES QUESTIONS SUIVANTES.

VEUILLEZ VOUS REPORTER À LA CARTE CI-JOINTE POUR RÉPONDRE À LA QUESTION 10.

10. Veuillez indiquer où vous êtes d'abord entré dans les parcs nationaux au cours de votre voyage.

Endroit 1	(AUT. 16 - ENTRÉE EST)	1
Endroit 2	(AUT. 16 - ENTRÉE OUEST)	2
Endroit 3	(AUT. 11 - ENTRÉE EST)	3
Endroit 4	(AUT. 1 - ENTRÉE OUEST)	4
Endroit 5	(AUT. 93 - ENTRÉE OUEST)	5
Endroit 6	(AUT. 1 - ENTRÉE EST)	6

-b) À quelle date êtes-vous entré pour la première fois dans le parc?

________________ Mois

________________ Jour

-c) Et à quelle heure environ êtes-vous entré pour la première fois dans le parc?

Entre 6 h et 12 h	1
Entre 12 h et 18 h	2
Entre 18 h et 24 h	3
Ou entre 24 h et 6 h	4

SI VOUS RÉSIDEZ À L'EXTÉRIEUR DU CANADA, VEUILLEZ RÉPONDRE À LA Q. 11.

11. Dans quelle ville, municipalité ou à quel endroit avez-vous traversé la frontière lorsque vous êtes entré au Canada lors de ce voyage?

________________ VILLE/MUNICIPALITÉ/ENDROIT

________________ PROVINCE

22-

12. En songeant à votre voyage complet, le temps passé dans les parcs compris, quel est le type de voyage ci-dessous décrivant le mieux le voyage que vous avez fait?

Un voyage de plein-air. Des vacances dans la nature où il était possible de prendre part à des activités comme le camping, la pêche, la randonnée ou des descentes de rivières en pneumatique. 1

Des vacances dans une station estivale. Des vacances dans une station estivale où il était possible de se livrer, sur les lieux mêmes ou à proximité, à diverses activités: plage, ski, golf, tennis, etc. 2

Un voyage d'agrément près-de-chez-vous. Un voyage près de chez vous où vous pouviez profiter notamment de la plage, d'un lac, de la mer, ou d'un parc. 3

Voyage touristique. Un voyage en auto, en autobus ou en train dans des régions d'une grande beauté, d'intérêt culturel ou général. 4

Un tour de ville. Un voyage dans une ville où vous pouviez faire les magasins, visiter les musées, vous divertir, manger à l'extérieur, assister à une pièce de théâtre ou à un concert, ou vous promener, sans plus. 5

Une visite à des amis ou à la famille. Un voyage dont le but premier était de rendre visite ou de passer du temps avec des amis ou la famille. 6

Un voyage d'affaire ou un congrès. Notamment, la participation à une assemblée, à un colloque ou à un congrès. 7

13. Quelle catégorie décrit le mieux les personnes qui vous ont accompagné lors de votre voyage dans les parcs?

Un couple	1
La famille/parents	2
Des amis	3
Collègues	4
Groupe d'étudiants	5
Membres d'un club, d'une association, participants à un congrès	6
Groupe de personnes de l'âge d'or	7
J'étais seul	8

Autre (PRÉCISEZ) ______________________________

14. Lesquels des articles suivants aviez-vous emportés avec vous lors de votre voyage dans les parcs? ENCERCLEZ TOUS LES ARTICLES QUE VOUS AVIEZ AVEC VOUS. (SI VOUS N'AVIEZ AUCUN DES ARTICLES SUIVANTS AVEC VOUS, COCHEZ CETTE CASE ( ) ET PASSEZ À LA QUESTION SUIVANTE).

Tente	1	Équipement de pêche	13
Équipement de randonnée	2	Tuba, équipement de plongée	14
Équipement d'escalade	3	Bâtons de golf	15
Bottes de randonnée	4	Voiturette motorisée de golf	16
Guides	5	Planche à voile	17
Appareil-photo	6	Bicyclette	18
Caméra	7	Motocyclette	19
Caméra pour magnétoscope	8	Bateau	20
Jumelles, télescope	9	Canot, kayak	21
Skis alpin	10	Véhicule tout terrain (VTT)	22
Skis de fond	11	Motoneige	23
Raquettes	12	Autre équipement (Précisez): ________________ ________________	24

15-a) Pensez maintenant aux personnes de votre foyer, indépendamment du fait qu'elles ont participé à ce voyage dans les parcs.

Combien de personnes, vous et tous vos enfants inclus, y a-t-il dans votre foyer? (INSCRIVEZ LE NOMBRE)

____

-b) Et combien, le cas échéant, sont âgés de moins de six ans et de six à dix-huit ans inclusivement? (INSCRIVEZ LE NOMBRE)

NOMBRE DE MOINS DE SIX ANS ______________________

NOMBRE DE 6 À 18 ANS INCLUSIVEMENT ___________________

-c) Le soutien familial principal de votre foyer est-il âgé de moins de 45 ans ou de 45 ans et plus? (COCHEZ UN DES CHOIX CI-DESSOUS)

De moins de 45 ans	1
45 ans et plus	2

34-

16-a) En dernier lieu, afin de nous aider à classifier l'information, veuillez inscrire votre revenu annuel en 1986 avant impôts et autres déductions et indiquer la devise.

Revenu annuel personnel en 1986

Devise

-b) Pourriez-vous également inscrire le revenu total de votre foyer en 1986 avant impôts et autres déductions et indiquer la devise.

Revenu du foyer en 1986

Devise

Désirez-vous nous faire part de vos commentaires, négatifs ou positifs, sur vos séjours dans les parcs nationaux?

38-

____

____

____

____

____

____

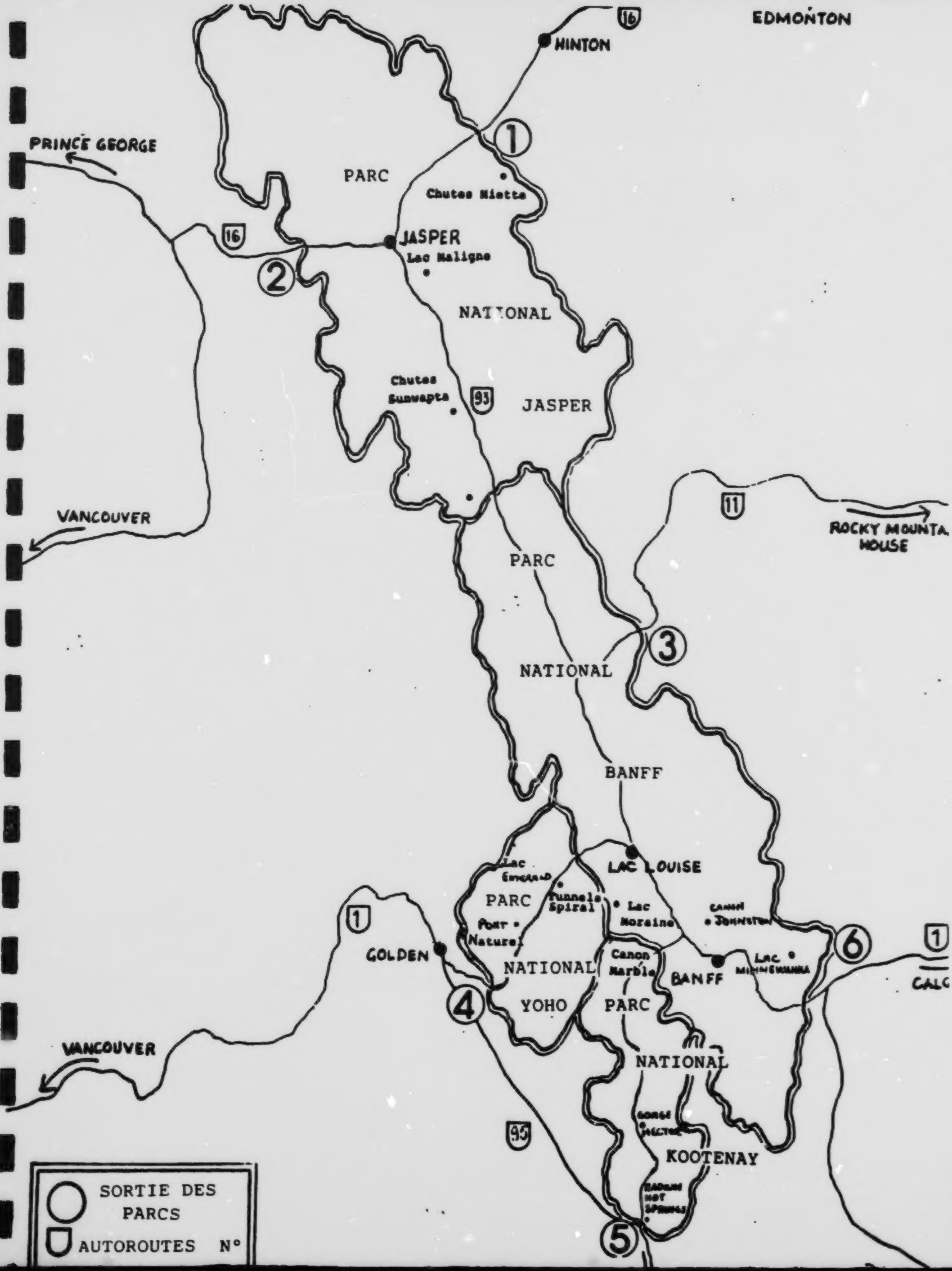
MERCI BEAUCOUP DE VOTRE COLLABORATION.

VEUILLEZ INSÉRER LES QUESTIONNAIRES REMPLIS DANS L'ENVELOPPE FOURNIE À CETTE FIN ET L'ENVOYER À RUSTON/TOMANY & ASSOCIATES. L'ENVELOPPE EST DÉJÀ AFFRANCHIE, VOUS N'AVEZ DONC PAS À APPOSER DE TIMBRE SI VOUS LA POSTEZ AU CANADA OU AUX ÉTATS-UNIS.

41/44

Ruston/Tomany & Associates
111, rue Elizabeth, 4^e étage
Toronto (Ontario) M5G 1P7 (Canada)

(416) 977-1533


EDMONTON
16
HINTON
PRINCE GEORGE
1
PARC
Chutes Miette
16
JASPER
Lac Maligne
2
NATIONAL
Chutes Sunwapta
93
JASPER
VANCOUVER
11
ROCKY MOUNTA
HOUSE
PARC
3
NATIONAL
BANFF
LAC LOUISE
Lac Emerald
Tunnels Spiral
Lac Moraine
Canon Johnston
PARC
Pont Naturel
1
GOLDEN
Canon Marble
BANFF
Lac Minnewanka
6
1
CALG
NATIONAL
4
YOHO
PARC
VANCOUVER
NATIONAL
Gorge Hector
95
KOOTENAY
Radium Hot Springs
5
SORTIE DES PARCS
AUTOROUTES N°

GERMAN LANGUAGE QUESTIONNAIRES

WINTER

ROADSIDE QUESTIONNAIRE

Ruston/Tomany & Associates Ltd. R/T 19151
5- 6
HIGHWAY 6-1
WINTER 7-3

Hallo, ich bin von Ruston/Tomany & Associates, einer Marktforschungsfirma. Wir führen eine Studie aus, im Auftrag der Regierungen von Kanada, Alberta, und British Columbia, bezüglich der vier Nationalparks von Banff, Jasper, Yoho und Kootenay. Könnten Sie sich bitte ein paar Minuten Zeit nehmen, und diesen Fragebogen ausfüllen? 19/

1. Wie viele Personen in diesem Fahrzeug sind 16 Jahre oder älter, und wieviele sind unter 16 Jahre alt? (UNTEN AUSFÜLLEN)

16 Jahre oder älter ____________ 20-
ZAHL ANGEBEN 21-

Unter 16 Jahre alt ____________ 22-
ZAHL ANGEBEN 23-

2. Hat jemand in diesem Fahrzeug, 16 Jahre oder älter, einen festen oder vorübergehenden Wohnsitz in den Nationalparks ? (BITTE EINE RUBRIK ANKREUZEN)

Nein ( ) BITTE MIT FRAGE 3 FORTFAHREN 24-

Ja ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

25/29

3. Welche von den Personen in diesem Fahrzeug, 16 Jahre oder älter, hat am nächsten Geburtstag? (UNTEN DEN VORNAMEN EINTRAGEN).

VORNAMEN EINTRAGEN: ______________________

Bitte bitten Sie die Person, deren Name Sie in Frage 3 eintrugen, den restlichen Fragebogen auszufüllen.

In den meisten verbleibenden Fragen werden Sie mehrere Wahlen haben, mit einer Zahl neben jeder einzelnen. Bitte kreisen Sie nur die Zahl neben Ihrer Antwort an. Zum Beispiel:

Rot	1
Grün	2
Blau	[✓ 3]
Gelb	4

4. Bitte sehen Sie sich die Karte von den vier Parks an, die dem Fragebogen beigefügt ist. Planen Sie persönlich in Gebiete innerhalb der Parkgrenzen zurückzugehen, bevor Sie von dieser Reise nach Hause zurückkehren? 30-

Nein, ich werde nicht auf dieser Reise in die Parks zurückgehen 1 BITTE MIT FRAGE 5 FORTFAHREN

Ja, ich plane auf dieser Reise in die Parks zurückzugehen 2 BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

31/

5-a) Wo haben Sie Ihren festen Wohnsitz? (BITTE TRAGEN SIE STADT, PROVINZ/LAND, NATION EIN.)

46-
47-

STADT/ORTSCHAFT	PROVINZ/LAND	NATION	48-

-b) Welcher Ort, den Sie auf dieser Reise besuchten oder besuchen werden, ist am weitesten von Ihrem Wohnsitz entfernt?

49-
50-

STADT/ORTSCHAFT	PROVINZ/LAND/STAAT	NATION	51-

-c) Ist das Nationalparksystem Ihr Hauptreiseziel?

Ja	1	52-
Nein	2	

53/

6. Bitte sehen Sie sich die Karte an, und zeigen sie an, ob Sie seit Ihrer Heimreise eine von vier Nationalparks betreten haben oder nicht. (BITTE KREISEN SIE EINE ZAHL FÜR JEDEN PARK EIN).

	ÜBERHAUPT NICHT BETRETEN	BETRETEN	
Banff National Park	1	2	54-
Jasper National Park	1	2	55-
Yoho National Park	1	2	56-
Kootenay National Park	1	2	57-

7-a) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer gesamten Reise ? (NUR EINEN IN F.7-a, UNTEN, EINKREISEN)

-b) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer Reise nach den Nationalparks ? (NUR EINEN IN F.7-b, UNTEN, EINKREISEN). 58/75

76-
77-

		-a) Hauptgrund für gesamte Reise	-b) Hauptgrund für Nationalparke Reiseteil
Geschäftlich:	Teilnahme an einem besonderen Treffen, wie eine Konferenz, Seminar oder Messe	1	1
	Andere Geschäfte	2	2
Persönlich:	Familiäre Gründe, wie Besuch von Freunden oder Verwandten, Hochzeiten, Bestattungen, etc.	3	3
	Besorgungen: wie Einkäufe, Banken, Arzt, etc.	4	4
Vergnügen:	Urlaub	5	5
	Tageserholung	6	6
	Urlaub im eigenen Ferienhaus	7	7
Nur auf Durchreise			8
Andere Gründe(ANGEBEN)		____________	____________

78/80

5-1
6-2
13/

8. **Wieviele Nächte, falls überhaupt, werden Sie von zu Hause weg sein, auf dieser Reise?**

ANZAHL VON NÄCHTEN (GESAMTE REISE) ____________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN BITTE MIT F.11 FORTFAHREN

14-
15-
16-

9. **Und wieviele Nächte haben Sie insgesamt in den Nationalparks verbracht, seit Ihrer Heimreise?**

ANZAHL VON NÄCHTEN IN DEN PARKS ____________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN, BITTE MIT F.11 FORTFAHREN

17-
18-
19-

WENN SIE IN DEN PARKS ÜBERNACHTETEN, BEANTWORTEN SIE BITTE F.10

10. Uns interessieren die nächtlichen Unterkünfte, die Sie in den Parks benutzten. Für jede Übernachtung, die Sie in einer verschiedenen Unterbringung verbrachten, bitte geben Sie den Ort und die Art der Unterbringung an, sowie die Anzahl der Übernachtungen.

Legende - ART DER UNTERBRINGUNG

1) Hotel/Motel/Gasthaus/Hütte
2) Kommerzielle Cottage/Kabine
3) Übernachtung mit Frühstück
4) Jugendherberge
5) Campingplatz / Wohnwagenpark
6) Wildniscamping
7) Freunde/Verwandte/ eigenes Ferienhaus

	Übernachtung	NAMEN UND UNTERBRINGUNGSORTE AUSFÜLLEN	UNTERBRINGUNGSARTEN (SIEHE LEGENDE, UM ENTSPRECHENDE ZAHL EINZUKREISEN)	ANZAHL DER VERBRACHTEN NÄCHTE (ZAHL AUSFÜLLEN)
20-	ERSTE	____________	1 2 3 4 5 6 7	____________
26-	ZWEITE	____________	1 2 3 4 5 6 7	____________
32-	DRITTE	____________	1 2 3 4 5 6 7	____________
38-	VIERTE	____________	1 2 3 4 5 6 7	____________
44-	FÜNFTE	____________	1 2 3 4 5 6 7	____________
50-	SECHSTE	____________	1 2 3 4 5 6 7	____________
56-	SIEBTE	____________	1 2 3 4 5 6 7	____________
62-	ACHTE	____________	1 2 3 4 5 6 7	____________

68/69

11. **Waren irgendwelche Ihrer Ausgaben für diese Reise in die Parks vorbezahlt, bevor Sie die Nationalparks betreten hatten?**

Ja 1 — 70-

Nein 2 BITTE MIT F.15 FORTFAHREN

71/80

12-a) Bitte zeigen Sie unten an, für welche Artikel/ Dienstleistungen Sie vorausbezahlt haben, bevor Sie die Parks betraten. (DIE ENTSPRECHENDE ZAHL IN ZEILE a) EINKREISEN).

-b) Für jeden Artikel zeigen Sie an, ob er Teil eines Pauschalpakets war (2 oder mehrere Artikel zusammen gekauft), oder ob er einzeln vorausbezahlt wurde (DIE ENTSPRECHENDE ZAHL IN ZEILE b) EINKREISEN).

-c) Für jeden einzeln vorausbezahlten Artikel (nicht Teil eines Pauschalarrangements) schreiben Sie bitte den bezahlten Gesamtbetrag. SCHREIBEN SIE DEN BETRAG UND DIE WÄHRUNG (z.B. FRANC, DEUTSCHE MARK, YEN, U.S.DOLLAR, KANADISCHER DOLLAR , ETC.).

	-a) VORAUS-BEZAHLTE ARTIKEL	-b) PAUSCHAL PAKET	EINZELN	-c) FÜR EINZELN BEZAHLTE ARTIKEL NUR AUFFÜHREN BETRAG	WÄHRUNG	10- 11- 12-
Unterbringung	1	1	1	______	______	13-
Essen/Getränke	2	2	2	______	______	17-
Unterhaltung,Aktivitäten, Besichtigungen,Liftkarten	3	3	3	______	______	21-
Mietwagen in den Parks abgeholt	4	4	4	______	______	25-
Mietwagen außerhalb der Parks abgeholt	5	5	5	______	______	27-
Beförderung	6	6	6	______	______	33-
Keine von diesen	9 BITTE MIT F.15 FORTFAHREN					

FALLS SIE ARTIKEL VORAUSBEZAHLT HATTEN, DIE TEIL EINES PAUSCHALPAKETS WAREN, DANN BEANTWORTEN SIE BITTE FRAGE 13. , ANDERNFALLS FAHREN SIE MIT FRAGE 14. FORT.

13-a) Was war der Gesamtbetrag, den Sie für alle Personen in Ihrem Wagen für das vorausbezahlte Pauschalpacket bezahlten? TRAGEN SIE BETRAG UND WÄHRUNG EIN.

______ BETRAG	______ WÄHRUNG	37-

-b) Wieviele Übernachtungen waren insgesamt in Ihrem vorausbezahlten Pauschal Paket eingeschlossen, und wieviele von diesen Übernachtungen haben Sie in den Parks verbracht?

______ GESAMTE ÜBERNACHTUNGEN	______ ÜBERNACHTUNGEN IM PARK	41- 44-

-c) Falls Ihre Beförderung in Ihrem vorausbezahlten Pauschalpaket miteingeschlossen war, schreiben Sie bitte, wo Sie zuerst diese Beförderung genommen hatten.

______ NÄCHSTGELEGENE STADT ODER ORT	PROVINZ/STAAT	NATION	47- 48- 49-

14. FALLS SIE IHRE UNTERBRINGUNG GETRENNT (NICHT TEIL EINES PAUSCHALPACKETS IM VORAUS BEZAHLTEN,DANN FÜLLEN SIE BITTE FRAGE AUS, SONST FAHREN SIE MIT FRAGE 15 FORT.

Wieviele Nächte waren insgesamt in der vorausbezahlten Unterbringung eingeschlossen, und wieviele dieser Übernachtungen verbrachten Sie in den Parks?

______ GESAMTE VORAUSBEZAHLTE ÜBERNACHTUNGEN	______ ÜBERNACHTUNGEN IM PARK	50- 53-

15-a) Für jede Ausgabenkategorie, wie unten aufgeführt, geben Sie bitte an, wieviel Sie insgesamt für jeden im Wagen während Ihrer gesamten Reise innerhalb der Parke ausgegeben haben. Schließen Sie alle Ausgaben in bar, Kreditkarten, Reiseschecks und Schecks ein. Hingegen, schließen Sie nicht die vorausbezahlten Ausgaben ein, die in den vorhergehehenden Fragen aufgeführt wurden.

Wieviel gab jeder im Wagen aus für...? FÜR JEDE KATEGORIE, FÜHREN SIE DEN BETRAG IN KANADISCHEN DOLLAR AN. FALLS SIE NICHT DEN BETRAG IN KANADISCHER WÄHRUNG WISSEN, SCHREIBEN SIE DEN BETRAG IN DEN VORGESEHENEN RAUM, UND SPEZIFIZIEREN DIE WÄHRUNG.

	FALLS KEINE, RAUM ANKREUZEN	BETRAG IN KANADISCHE $	ANDERE WÄHRUNG (BITTE WÄHRUNG UND BETRAG ANGEBEN)	59-
Unterkunft in den Parks, ausgenommen Camping und Wohnwagenparks	( )	$________	__________	60- 61-
Campinggebühren	( )	$________	__________	65-
Essen und Getränke in Parkrestaurants, -hotels, oder -bars gekauft	( )	$________	__________	69-
Lebensmittel & Getränke in Parkgeschäften gekauft	( )	$________	__________	73-
Benzin oder Öl, Wagenpflege oder Reparaturen an Parktankstellen	( )	$________	__________	77-
Beförderungen innerhalb der Parks, einschl. 'Shuttlebuses', Taxi, etc.	( )	$________	__________	6-4 13-
Miete für Wagen, die in den Parks abgeholt wurden	( )	$________	__________	17-
Erholung und Unterhaltung, einschl. Ausflüge, Tickets Miete für Ausrüstungen, etc., in den Parks gekauft	( )	$________	__________	21-
Kosten für Registrierung, wie Konferenzen, Treffen, in den Parks	( )	$________	__________	25-
Gebühren für Parkeintritt oder Scheine (z.B. Angelscheine)	( )	$________	__________	29-
Einkäufe in Einzelwarengeschäften, wie Souvenirs, Ausrüstung, Film, Kleidung, etc., in den Parks	( )	$________	__________	33-
Ungefähre Gesamtsumme		$________	__________	37-56/ 57-

-b) Hat jemand von ihrer Gruppe heute einen saison Skipass benutzt?

ja 1

nein 2 ZUR FRAGE 16

-c) Für jede Person in Ihrer Gruppe, der einen saison Skipass benutzt hat, Bitte schreiben Sie den gesamten Preis den Sie fürden Skipass bezahlt haben und wieviel Tage Sie den Pass auf diesem Ausflug benutzt haben

	PREIS	WÄHRUNG	WIEVIEL TAGE
Personen 1			
2			
3			
4			
5			

16-a) Bitte beschreiben Sie mit Ihren eigenen Worten, was Sie veranlaßt, oder was Ihre Entscheidung beeinflußt hat, zum Banff/Jasper Nationalparksystem zu reisen?

______________________________ 61-

______________________________ 62-

______________________________ 63-

-b) Insgesamt, wie würden Sie Ihre Reise zum Banff/Jasper Nationalparksystem bewerten...? EINE ANTWORT EINKREISEN. 64-

Ausgezeichnet	1
Sehr Gut	2
Gut	3
Befriedigend	4
oder Schlecht	5

-c) Welche Attraktionen, Einrichtungen, oder Dienstleistungen würden Sie gerne etabliert oder verbessert sehen, innerhalb der Banff oder Jasper Nationalparks? (UNTEN AUSFÜLLEN)

______________________________ 65-

______________________________ 66-

______________________________ 67-

17. Welche von den folgenden Aussagen beschreibt am besten welchen Einfluß die Inszenierung der Olympischen Winterspiele 1988 auf Ihre Entscheidung hatte, diese Reise zu unternehmen? EINE ANTWORT EINKREISEN.

68-

	Ich besuchte die Parks, weil ich in dem Gebiet war, um an der Inszenierung, Berichterstattung, oder Teilnahme an den olympischen Ereignissen zu partizipieren.	1
	Ich besuchte die Parks, weil ich in der Gegend war, um die Olimpischespiele zu besuchen.	2
	Dinge, die ich sah oder hörte, in Verbindung mit den Olympischen Spielen, veranlassten mich, die Parks zu besuchen	3
	Ich mußte meine Pläne, die Parks zu besuchen, wegen der Olympischen Spielen ändern	4
ODER	Die Olympischen Spiele hatten nichts mit meiner Entscheidung zu tun, die Parks zu besuchen	5

18. Bitte geben Sie Alter und Geschlecht von jeder Person in diesem Wagen an, sich selbst miteinbezogen. Schreiben Sie Ihr eigenes Alter und Geschlecht in die erste Linie.

	ALTER	GESCHLECHT		
		MÄNNLICH	WEIBLICH	
Ihr:	________ Jahre	1	2	69-
	________ Jahre	1	2	71-
	________ Jahre	1	2	73-
	________ Jahre	1	2	75-
	________ Jahre	1	2	77-
	________ Jahre	1	2	6-5 13-
	________ Jahre	1	2	15-
	________ Jahre	1	2	17-
				19/21

19. Was ist Ihr Beruf? Wir meinen nicht den Namen Ihrer Firma, sondern lediglich die Art Ihres Berufs und die Art Ihrer Firma. (AUSFÜLLEN. FALLS IM RUHESTAND, RAUM ANKREUZEN).

________________ MIT ________________ 22-
(ART IHRES BERUFS) (ART DER FIRMA)

( ) IM RUHESTAND

20. Bitte geben Sie Ihren Namen und volle Adresse mit Postleitzahl an.

NAME DES BEANTWORTERS: ________________

ADRESSE: ________________

STADT: ________________ Bundesland/Kanton ________________

LAND: ________________

POSTLEITZAHL ________________ 23-

TELEPHONNUMMER ________________ ________________
VORWAHL NUMMER

Vielen Dank, daß Sie an dieser Umfrage teilgenommen haben. Wir würden Ihnen gerne diesen Fragebogen überlassen, so daß Sie ihn ausfüllen und an uns zurückschicken können.

Der beigefügte Umschlag ist bereits addressiert und frankiert, um es Ihnen leicht zu machen. Ihre Antworten werden helfen, die Dienstleistungen und Einrichtungen in den Parks zu verbessern.

Bitte füllen Sie den Fragebogen aus und stecken ihn in einen Briefkasten, bevor Sie Kanada verlassen, wenn möglich.

In Dankbarkeit für Ihre Kooperation, würden wir Ihnen gerne dieses Souvenir von Alberta überreichen.

INTERVIEWER:

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		

Other (SPECIFY) ______________________

RECORD:	Refused before screening	31-1
	Qualified but refused	2

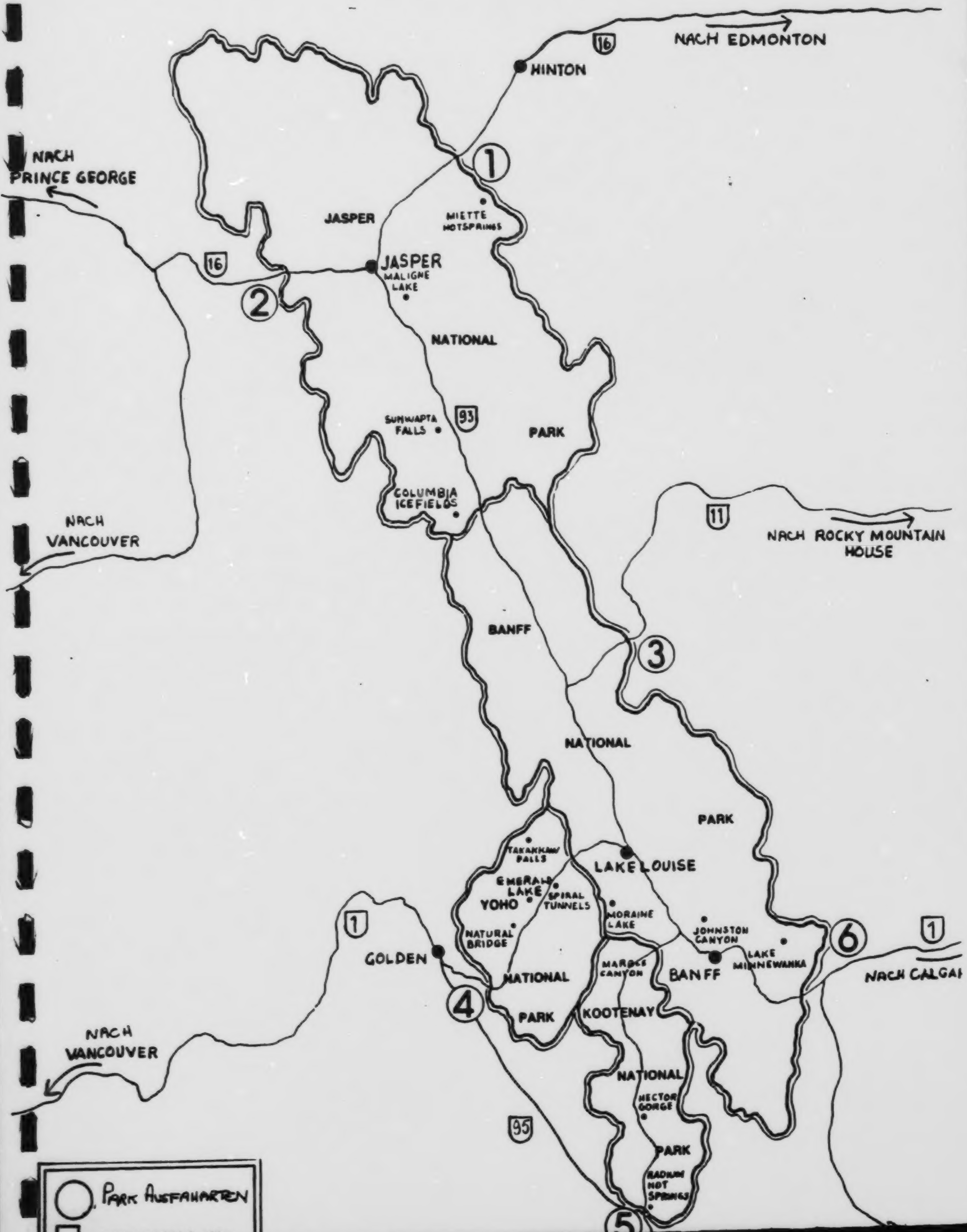
13-
Location:______________________________ 14-

Date: ______________________________ 15-
Day Month

Start: ________________ A.M. / P.M.

Finish:________________ A.M. / P.M.

Interviewer:____

NACH EDMONTON
16
HINTON
NACH PRINCE GEORGE
1
MIETTE HOTSPRINGS
JASPER
16
JASPER
MALIGNE LAKE
2
NATIONAL
93
SUNWAPTA FALLS
PARK
COLUMBIA ICEFIELDS
NACH VANCOUVER
11
NACH ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
NATURAL BRIDGE
1
GOLDEN
JOHNSTON CANYON
LAKE MINNEWANKA
6
1
MARBLE CANYON
BANFF
NACH CALGA
NATIONAL
4
PARK
KOOTENAY
NACH VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
5
Park Ausfahrten
HIGHWAY #s

SCHEDULED BUS QUESTIONNAIRE

Ruston/Tomany & Associates Ltd.

R/T 19151
5- 8
6-1
7-3

FRAGEBOGEN FÜR BUSSE

WINTER BUS

Hallo, ich bin von Ruston/Tomany & Associates, einer Marktforschungsfirma. Wir führen eine Studie aus, im Auftrag der Regierungen von Kanada, Alberta, und British Columbia,bezüglich der vier Nationalparks von Banff, Jasper, Yoho und Kootenay. Könnten Sie sich bitte ein paar Minuten Zeit nehmen, und diesen Fragebogen ausfüllen? 19/27

Werden Sie heute den ______________ Bus nach ________________ nehmen?
(BITTE EINE ANTWORT ANKREUZEN)

Ja ( )
Nein ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

1-a) Sind Sie heute in der Station, um auf einen anderen Bus umzusteigen, oder für einen kurzen Aufenthalt zu bleiben? (BITTE EINE RUBRIK ANKREUZEN).

Nein ( ) 28-
Ja ( )

FALLS SIE JA ANKREUZTEN, DANN BEANTWORTEN SIE FRAGE 1-b). ALLE ANDEREN FAHREN MIT FRAGE 2 FORT.

1-b) Haben Sie überhaupt diese Busstation während Ihres Aufenthalts in den Parks verlassen? (BITTE EINE RUBRIK ANKREUZEN).

Ja ( ) 29-
Nein ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK.

2-a) Wie viele Personen in Ihrer Reisegruppe sind 16 Jahre oder älter, und wieviele sind unter 16 Jahre alt? (UNTEN AUSFÜLLEN)

16 Jahre oder älter ______________ 30-
ZAHL ANGEBEN 31-

Unter 16 Jahre alt ______________ 32-
ZAHL ANGEBEN 33-

2-b) Hat jemand in Ihrer Reisegruppe, 16 Jahre oder älter, einen festen oder vorübergehenden Wohnsitz in den Nationalparks ?
(BITTE EINE RUBRIK ANKREUZEN)

Nein ( ) BITTE MIT FRAGE 3 FORTFAHREN 34-
Ja ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK 35/29

3. Welche von den Personen in Ihrer Reisegruppe, 16 Jahre oder älter, hat am nächsten Geburtstag? (UNTEN DEN VORNAMEN EINTRAGEN).

VORNAMEN EINTRAGEN: ______________________________

Bitte bitten Sie die Person, deren Name Sie in Frage 3 eintrugen, den restlichen Fragebogen auszufüllen.

In den meisten verbleibenden Fragen werden Sie mehrere Wahlen haben, mit einer Zahl neben jeder einzelnen.Bitte kreisen Sie nur die Zahl neben Ihrer Antwort an. Zum Beispiel:

Meine Lieblingsfarbe ist...

Rot	1
Grün	2
Blau	[✓ 3]
Gelb	4

4. Bitte sehen Sie sich die Karte von den vier Parks an, die dem Fragebogen beigefügt ist. Planen Sie persönlich in Gebiete innerhalb der Parkgrenzen zurückzugehen, bevor Sie von dieser Reise nach Hause zurückkehren?

40-

Nein, ich werde nicht auf dieser Reise in die Parks zurückgehen	1 BITTE MIT FRAGE 5 FORTFAHREN
Ja, ich plane auf dieser Reise in die Parks zurückzugehen	2 BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

5-a) Wo haben Sie Ihren festen Wohnsitz? (BITTE TRAGEN SIE STADT, PROVINZ/LAND, NATION EIN.) 46- 47-

______ STADT/ORTSCHAFT ______ PROVINZ/LAND ______ NATION 48-

-b) Welcher Ort, den Sie auf dieser Reise besuchten oder besuchen werden, ist am weitesten von Ihrem Wohnsitz entfernt? 49- 50-

______ STADT/ORTSCHAFT ______ PROVINZ/LAND/STAAT ______ NATION 51-

-c) Ist das Nationalparksystem Ihr Hauptreiseziel? 52-

Ja 1

Nein 2 53/

6. Bitte sehen Sie sich die Karte an, und zeigen sie an, ob Sie seit Ihrer Heimreise eine von vier Nationalparks betreten haben oder nicht. (BITTE KREISEN SIE EINE ZAHL FÜR JEDEN PARK EIN).

	ÜBERHAUPT NICHT BETRETEN	BETRETEN	
Banff National Park	1	2	54-
Jasper National Park	1	2	55-
Yoho National Park	1	2	56-
Kootenay National Park	1	2	57-

7-a) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer gesamten Reise ? (NUR EINEN IN F.7-a,UNTEN,EINKREISEN)

-b) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer Reise nach den Nationalparks ? (NUR EINEN IN F.7-b, UNTEN, EINKREISEN). 58/75

		-a) Hauptgrund für gesamte Reise	-b) Hauptgrund für Nationalparke Reiseteil
Geschäftlich:	Teilnahme an einem besonderen Treffen, wie eine Konferenz, Seminar oder Messe	1	1
	Andere Geschäfte	2	2
Persönlich:	Familiäre Gründe,wie Besuch von Freunden oder Verwandten,Hochzeiten, Bestattungen, etc.	3	3
	Besorgungen:wie Einkäufe ,Banken,Arzt,etc.	4	4
Vergnügen:	Urlaub	5	5
	Tageserholung	6	6
	Urlaub im eigenen Ferienhaus	7	7
Nur auf Durchreise			8
Andere Gründe(ANGEBEN)		______	______

76- 77-

78/80

6-2
13/

8. Wieviele Nächte, falls überhaupt, werden Sie von zu Hause weg sein, auf dieser Reise?

ANZAHL VON NÄCHTEN (GESAMTE REISE) ________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN BITTE MIT F.11 FORTFAHREN

14-
15-
16-

9. Und wieviele Nächte haben Sie insgesamt in den Nationalparks verbracht, seit Ihrer Heimreise?

ANZAHL VON NÄCHTEN IN DEN PARKS ________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN, BITTE MIT F.11 FORTFAHREN

17-
18-
19-

WENN SIE IN DEN PARKS ÜBERNACHTETEN, BEANTWORTEN SIE BITTE F.10

10. Uns interessieren die nächtlichen Unterkünfte, die Sie in den Parks benutzten. Für jede Übernachtung, die Sie in einer verschiedenen Unterbringung verbrachten, bitte geben Sie den Ort und die Art der Unterbringung an, sowie die Anzahl der Übernachtungen.

Legende - ART DER UNTERBRINGUNG

1) Hotel/Motel/Gasthaus/Hütte
2) Kommerzielle Cottage/Kabine
3) Übernachtung mit Frühstück
4) Jugendherberge
5) Campingplatz/ Wohnwagenpark
6) Wildniscamping
7) Freunde/Verwandte/ eigenes Ferienhaus

	Übernachtung	NAMEN UND UNTERBRINGUNGSORTE AUSFÜLLEN	UNTERBRINGUNGSARTEN (SIEHE LEGENDE, UM ENTSPRECHENDE ZAHL EINZUKREISEN)	ANZAHL DER VERBRACHTEN NÄCHTE (ZAHL AUSFÜLLEN)
20-	ERSTE	________	1 2 3 4 5 6 7	________
26-	ZWEITE	________	1 2 3 4 5 6 7	________
32-	DRITTE	________	1 2 3 4 5 6 7	________
38-	VIERTE	________	1 2 3 4 5 6 7	________
44-	FÜNFTE	________	1 2 3 4 5 6 7	________
50-	SECHSTE	________	1 2 3 4 5 6 7	________
56-	SIEBTE	________	1 2 3 4 5 6 7	________
62-	ACHTE	________	1 2 3 4 5 6 7	________

68/69

FALLS SIE NICHT DIEJENIGE PERSON INNERHALB IHRER REISEGRUPPE SIND, DIE AM BESTEN ÜBER DIE REISEKOSTEN DER GRUPPE BESCHEID WEIß, DANN FRAGEN SIE BITTE JENE PERSON, IHNEN BEI DER BEANTWORTUNG DER NÄCHSTEN FRAGEN ÜBER REISEKOSTEN BEHILFLICH ZU SEIN.

11. Waren irgendwelche Ihrer Ausgaben für diese Reise in die Parks vorbezahlt, bevor Sie die Nationalparks betreten hatten?

Ja 1 70-

Nein 2 BITTE MIT F.15 FORTFAHREN

71/80

12-a) Bitte zeigen Sie unten an, für welche Artikel/ Dienstleistungen Sie vorausbezahlt haben, bevor Sie die Parks betraten. (DIE ENTSPRECHENDE ZAHL IN ZEILE a) EINKREISEN).

-b) Für jeden Artikel zeigen Sie an, ob er Teil eines Pauschalpakets war (2 oder mehrere Artikel zusammen gekauft), oder ob er einzeln vorausbezahlt wurde (DIE ENTSPRECHENDE ZAHL IN ZEILE b) EINKREISEN).

-c) Für jeden einzeln vorausbezahlten Artikel (nicht Teil eines Pauschalarrangements) schreiben Sie bitte den bezahlten Gesamtbetrag. SCHREIBEN SIE DEN BETRAG UND DIE WÄHRUNG (z.B. FRANC, DEUTSCHE MARK, YEN, U.S.DOLLAR, KANADISCHER DOLLAR , ETC.).

	-a)	-b)		-c)		10-
	VORAUS-BEZAHLTE			FÜR EINZELN BEZAHLTE ARTIKEL NUR AUFFÜHREN		11-
	ARTIKEL	PAUSCHAL PAKET	EINZELN	BETRAG	WÄHRUNG	12-
Unterbringung	1	1	1	______	______	13-
Essen/Getränke	2	2	2	______	______	17-
Unterhaltung,Aktivitäten, Besichtigungen,Liftkarten	3	3	3	______	______	21-
Mietwagen in den Parks abgeholt	4	4	4	______	______	25-
Mietwagen außerhalb der Parks abgeholt	5	5	5	______	______	27-
Beförderung	6	6	6	______	______	33-
Keine von diesen	9 BITTE MIT F.15 FORTFAHREN					

FALLS SIE ARTIKEL VORAUSBEZAHLT HATTEN, DIE TEIL EINES PAUSCHALPAKETS WAREN, DANN BEANTWORTEN SIE BITTE FRAGE 13. , ANDERNFALLS FAHREN SIE MIT FRAGE 14. FORT.

13-a) Was war der Gesamtbetrag, den Sie für alle Personen in Ihrem Wagen für das vorausbezahlte Pauschalpacket bezahlten? TRAGEN SIE BETRAG UND WÄHRUNG EIN.

BETRAG ______ WÄHRUNG ______ 37-

-b) Wieviele Übernachtungen waren insgesamt in Ihrem vorausbezahlten Pauschal Paket eingeschlossen, und wieviele von diesen Übernachtungen haben Sie in den Parks verbracht?

GESAMTE ÜBERNACHTUNGEN ______ 41-
ÜBERNACHTUNGEN IM PARK ______ 44-

-c) Falls Ihre Beförderung in Ihrem vorausbezahlten Pauschalpaket miteingeschlossen war, schreiben Sie bitte, wo Sie zuerst diese Beförderung genommen hatten.

NÄCHSTGELEGENE STADT ODER ORT ______ 47-
PROVINZ/STAAT ______ 48-
NATION ______ 49-

14. FALLS SIE IHRE UNTERBRINGUNG GETRENNT (NICHT TEIL EINES PAUSCHALPACKETS IM VORAUS BEZAHLTEN,DANN FÜLLEN SIE BITTE FRAGE AUS, SONST FAHREN SIE MIT FRAGE 15 FORT.

Wieviele Nächte waren insgesamt in der vorausbezahlten Unterbringung eingeschlossen, und wieviele dieser Übernachtungen verbrachten Sie in den Parks?

GESAMTE VORAUSBEZAHLTE ÜBERNACHTUNGEN ______ 50-
ÜBERNACHTUNGEN IM PARK ______ 53-

56-58/

15-a) Für jede Ausgabenkategorie, wie unten aufgeführt, geben Sie bitte an, wieviel Sie insgesamt für jeden in Ihrer Reisegruppe während Ihrer gesamten Reise innerhalb der Parks ausgegeben haben. Schließen Sie alle Ausgaben in bar, Kreditkarten, Reiseschecks und Schecks ein. Hingegen, schließen Sie nicht die vorausbezahlten Ausgaben ein, die in den vorhergehehenden Fragen aufgeführt waren.

Wieviel gab jeder in Ihrer Reisegruppe aus für..? FÜR JEDE KATEGORIE,FÜHREN S DEN BETRAG IN KANADISCHEN DOLLARN AN. FALLS SIE NICHT DEN BETRAG IN KANADISCHER WÄHRUNG WISSEN, SCHREIBEN SIE DEN BETRAG IN DEN VORGESEHENEN RAUM, UND SPEZIFIZIEREN DIE WÄHRUNG.

	FALLS KEINE, RAUM ANKREUZEN	BETRAG IN KANADISCHE $	ANDERE WÄHRUNG (BITTE WÄHRUNG UND BETRAG ANGEBEN)	59-
Unterkunft in den Parks , ausgenommen Camping und Wohnwagenparks	( )	$________	________	60- 61-
Campinggebühren	( )	$________	________	65-
Essen und Getränke in Parkrestaurants, -hotels, oder -bars gekauft	( )	$________	________	69-
Lebensmittel & Getränke in Parkgeschäften gekauft	( )	$________	________	73-
Benzin oder Öl, Wagenpflege oder Reparaturen an Parktankstellen	( )	$________	________	77-
Beförderungen innerhalb der Parks, einschl. 'Shuttlebusses', Taxi, etc.	( )	$________	________	6-4 13-
Miete für Wagen,die in den Parks abgeholt wurden	( )	$________	________	17-
Erholung und Unterhaltung, einschl. Ausflüge, Tickets Miete für Ausrüstungen,etc., in den Parks gekauft	( )	$________	________	21-
Kosten für Registrierung, wie Konferenzen,Treffen, in den Parks	( )	$________	________	25-
Gebühren für Parkeintritt oder Scheine (z.B. Angelscheine)	( )	$________	________	29-
Einkäufe in Einzelwarengeschäften,wie Souvenirs, Ausrüstung, Film, Kleidung, etc., in den Parks	( )	$________	________	33-
Ungefähre Gesamtsumme		$________	________	37-56/ 57-

-b) Hat jemand von ihrer Gruppe heute einen saison Skipass benutzt?

ja	1
nein	2 ZUR FRAGE 16

-c) Für jede Person in Ihrer Gruppe, der einen saison Skipass benutzt hat, Bitte schreiben Sie den gesamten Preis den Sie fürden Skipass bezahlt haben und wieviel Tage Sie den Pass auf diesem Ausflug benutzt haben

	PREIS	WÄHRUNG	WIEVIEL TAGE
Personen 1			
2			
3			
4			
5			

16-a) Bitte beschreiben Sie mit Ihren eigenen Worten, was Sie veranlaßt, oder was Ihre Entscheidung beeinflußt hat, zum Banff/Jasper Nationalparksystem zu reisen?

____ 61-

____ 62-

____ 63-

-b) Insgesamt, wie würden Sie Ihre Reise zum Banff/Jasper Nationalparksystem bewerten...? EINE ANTWORT EINKREISEN. 64-

Ausgezeichnet	1
Sehr Gut	2
Gut	3
Befriedigend	4
oder Schlecht	5

-c) Welche Attraktionen, Einrichtungen, oder Dienstleistungen würden Sie gerne etabliert oder verbessert sehen, innerhalb der Banff oder Jasper Nationalparks? (UNTEN AUSFÜLLEN)

____ 65-

____ 66-

____ 67-

17. Welche von den folgenden Aussagen beschreibt am besten welchen Einfluß die Inszenierung der Olympischen Winterspiele 1988 auf Ihre Entscheidung hatte, diese Reise zu unternehmen? EINE ANTWORT EINKREISEN.

68-

Ich besuchte die Parks, weil ich in dem Gebiet war, um an der Inszenierung, Berichterstattung, oder Teilnahme an den olympischen Ereignissen zu partizipieren. 1

Ich besuchte die Parks, weil ich in der Gegend war, um die Olimpischespiele zu besuchen. 2

Dinge, die ich sah oder hörte, in Verbindung mit den Olympischen Spielen, veranlassten mich, die Parks zu besuchen 3

Ich mußte meine Pläne, die Parks zu besuchen, wegen der Olympischen Spielen ändern 4

ODER Die Olympischen Spiele hatten nichts mit meiner Entscheidung zu tun, die Parks zu besuchen 5

18. Bitte geben Sie Alter und Geschlecht von jeder Person in Ihrer Reisegruppe an, sich selbst miteinbezogen. Schreiben Sie Ihr eigenes Alter und Geschlecht in die erste Linie.

	ALTER	GESCHLECHT			
		MANNLICH	WEIBLICH		
Ihr:	________ Jahre	1	2	69-	
	________ Jahre	1	2	71-	
	________ Jahre	1	2	73-	
	________ Jahre	1	2	75-	
	________ Jahre	1	2	77-	6-5
	________ Jahre	1	2	13-	
	________ Jahre	1	2	15-	
	________ Jahre	1	2	17-	
				19/21	

19. Was ist Ihr Beruf? Wir meinen nicht den Namen Ihrer Firma, sondern lediglich die Art Ihres Berufs und die Art Ihrer Firma. (AUSFÜLLEN. FALLS IM RUHESTAND, RAUM ANKREUZEN).

________________________ MIT ________________________ 22-
(ART IHRES BERUFS) (ART DER FIRMA)

( ) IM RUHESTAND

20. Bitte geben Sie Ihren Namen und volle Adresse mit Postleitzahl an.

NAME DES BEANTWORTERS: ________________________

ADRESSE: ________________________

STADT: ____________ Bundesland/ Kanton ____________

LAND: ________________________

POSTLEITZAHL ________________________ 23-

TELEPHONNUMMER ____________ ____________
VORWAHL NUMMER

Vielen Dank, daß Sie an dieser Umfrage teilgenommen haben. Wir würden Ihnen gerne diesen Fragebogen überlassen, so daß Sie ihn ausfüllen und an uns zurückschicken können.

Der beigefügte Umschlag ist bereits addressiert und frankiert, um es Ihnen leicht zu machen. Ihre Antworten werden helfen, die Dienstleistungen und Einrichtungen in den Parks zu verbessern.

Bitte füllen Sie den Fragebogen aus und stecken ihn in einen Briefkasten, bevor Sie Kanada verlassen, wenn möglich.

In Dankbarkeit für Ihre Kooperation, würden wir Ihnen gerne dieses Souvenir von Alberta überreichen.

RECORD:	Refused before screening	31-1
	Qualified but refused	2

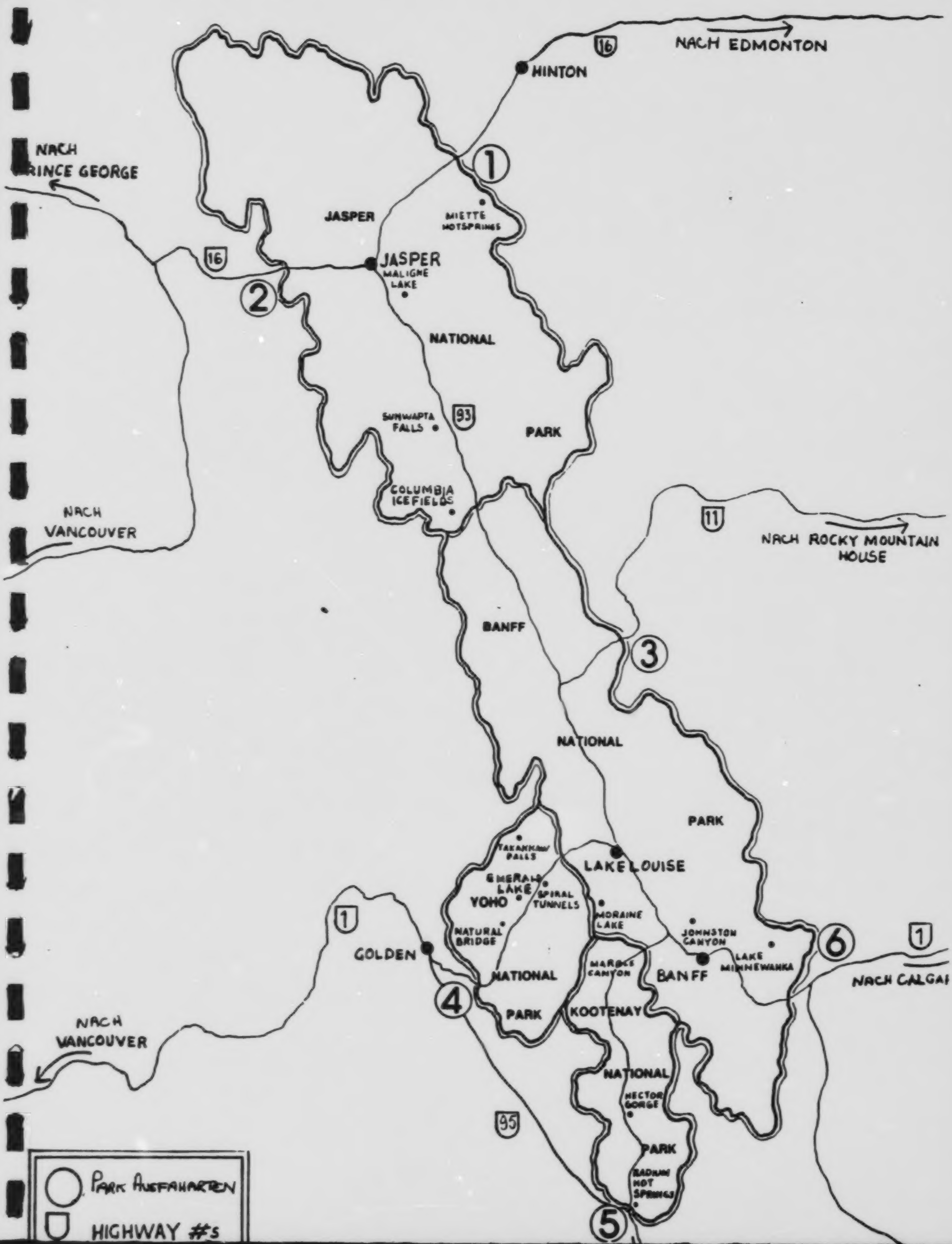
13-
Location:______________________________ 14-

Date: ______________________________ 15-
Day Month

Start: ________________ A.M. P.M.

Finish: ________________ A.M. P.M.

Interviewer: ____


NACH EDMONTON
16
HINTON
NACH PRINCE GEORGE
1
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
NACH VANCOUVER
11
NACH ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
NATURAL BRIDGE
1
GOLDEN
JOHNSTON CANYON
LAKE MINNEWANKA
6
1
NACH CALGA
NATIONAL
MARBLE CANYON
BANFF
4
PARK
KOOTENAY
NACH VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
5
PARK AUSFAHRTEN
HIGHWAY #s

SCHEDULED TRAIN QUESTIONNAIRE

Ruston/Tomany & Associates Ltd.

R/T 19151
5- 9
6-1
7-3

FRAGEBOGEN FÜR ZÜGE

WINTER TRAIN

Hallo, ich bin von Ruston Tomany & Associates, einer Marktforschungsfirma. Wir führen eine Studie aus, im Auftrag der Regierungen von Kanada, Alberta, und British Columbia, bezüglich der vier Nationalparks von Banff, Jasper, Yoho und Kootenay. Könnten Sie sich bitte ein paar Minuten Zeit nehmen, und diesen Fragebogen ausfüllen? 19/27

Werden Sie heute den __________ Zug nach __________________ nehmen?
(EINE ANTWORT ANKREUZEN)

Ja ( )
Nein ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

1-a) Sind Sie heute in der Station, um auf einen anderen Zug umzusteigen, oder für einen kurzen Aufenthalt zu bleiben? (BITTE EINE RUBRIK ANKREUZEN).

Nein ( ) 28-
Ja ( )

FALLS SIE JA ANKREUZTEN, DANN BEANTWORTEN SIE FRAGE 1-b). ALLE ANDEREN FAHREN MIT FRAGE 2 FORT.

1-b) Haben Sie überhaupt diese Zugstation während Ihres Aufenthalts in den Parks verlassen (BITTE EINE RUBRIK ANKREUZEN). 29-

Ja ( ) BITTE MIT FRAGE 2 FORTFAHREN.
Nein ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK.

2-a) Wie viele Personen in Ihrer Reisegruppe sind 16 Jahre und älter, und wieviele sind unter 16 Jahre alt? (UNTEN AUSFÜLLEN)

16 Jahre oder älter ____________ 30-
ZAHL ANGEBEN 31-

Unter 16 Jahre alt ____________ 32-
ZAHL ANGEBEN 33-

2-b) Hat jemand in Ihrer Reisegruppe, 16 Jahre oder älter, einen festen oder vorübergehenden Wohnsitz in den Nationalparks ?
(BITTE EINE RUBRIK ANKREUZEN)

Nein ( ) BITTE MIT FRAGE 3 FORTFAHREN 34-
Ja ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK 35/39

3. Welche von den Personen in dieser Reisegruppe, 16 Jahre oder älter, hat am nächsten Geburtstag? (UNTEN DEN VORNAMEN EINTRAGEN).

VORNAMEN EINTRAGEN: ______________________________

Bitte bitten Sie die Person, deren Name Sie in Frage 3 eintrugen, den restlichen Fragebogen auszufüllen.

In den meisten verbleibenden Fragen werden Sie mehrere Wahlen haben, mit einer Zahl neben jeder einzelnen. Bitte kreisen Sie nur die Zahl neben Ihrer Antwort an. Zum Beispiel:

Meine Lieblingsfarbe ist...

Rot	1
Grün	2
Blau	[✓ 3]
Gelb	4

4. Bitte sehen Sie sich die Karte von den vier Parken an, die dem Fragebogen beigefügt ist. Planen Sie persönlich in Gebiete innerhalb der Parkgrenzen zurückzugehen, bevor Sie von dieser Reise nach Hause zurückkehren? 40-

Nein, ich werde nicht auf dieser Reise in die Parks zurückgehen — 1 BITTE MIT FRAGE 5 FORTFAHREN

Ja, ich plane auf dieser Reise in die Parks zurückzugehen — 2 BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

41/45

5-a) Wo haben Sie Ihren festen Wohnsitz? (BITTE TRAGEN SIE STADT, PROVINZ/LAND, NATION EIN.)

			46-
			47-
________________	________________	________________	
STADT/ORTSCHAFT	PROVINZ/LAND	NATION	48-

-b) Welcher Ort, den Sie auf dieser Reise besuchten oder besuchen werden, ist am weitesten von Ihrem Wohnsitz entfernt?

			49-
________________	________________	________________	50-
STADT/ORTSCHAFT	PROVINZ/LAND/STAAT	NATION	51-

-c) Ist das Nationalparksystem Ihr Hauptreiseziel?

Ja	1	52-
Nein	2	
		53/

6. Bitte sehen Sie sich die Karte an, und zeigen sie an, ob Sie seit Ihrer Heimreise eine von vier Nationalparks betreten haben oder nicht. (BITTE KREISEN SIE EINE ZAHL FÜR JEDEN PARK EIN).

	ÜBERHAUPT NICHT BETRETEN	BETRETEN	
Banff National Park	1	2	54-
Jasper National Park	1	2	55-
Yoho National Park	1	2	56-
Kootenay National Park	1	2	57-

7-a) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer gesamten Reise ? (NUR EINEN IN F.7-a, UNTEN, EINKREISEN)

-b) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer Reise nach den Nationalparks ? (NUR EINEN IN F.7-b, UNTEN, EINKREISEN). 58/75

		-a) Hauptgrund für gesamte Reise	-b) Hauptgrund für Nationalparke Reiseteil	
				76-
				77-
Geschäftlich:	Teilnahme an einem besonderen Treffen, wie eine Konferenz, Seminar oder Messe	1	1	
	Andere Geschäfte	2	2	
Persönlich:	Familiäre Gründe, wie Besuch von Freunden oder Verwandten, Hochzeiten, Bestattungen, etc.	3	3	
	Besorgungen: wie Einkäufe, Banken, Arzt, etc.	4	4	
Vergnügen:	Urlaub	5	5	
	Tageserholung	6	6	
	Urlaub im eigenen Ferienhaus	7	7	
Nur auf Durchreise			8	
Andere Gründe(ANGEBEN)		________________	________________	

78/80

6-2
13/

8. Wieviele Nächte, falls überhaupt, werden Sie von zu Hause weg sein, auf dieser Reise?

ANZAHL VON NÄCHTEN (GESAMTE REISE) ________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN BITTE MIT F.11 FORTFAHREN 14- 15- 16-

9. Und wieviele Nächte haben Sie insgesamt in den Nationalparks verbracht, seit Ihrer Heimreise?

ANZAHL VON NÄCHTEN IN DEN PARKS ________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN, BITTE MIT F.11 FORTFAHREN 17- 18- 19-

WENN SIE IN DEN PARKS ÜBERNACHTETEN, BEANTWORTEN SIE BITTE F.10

10. Uns interessieren die nächtlichen Unterkünfte, die Sie in den Parks benutzten. Für jede Übernachtung, die Sie in einer verschiedenen Unterbringung verbrachten, bitte geben Sie den Ort und die Art der Unterbringung an, sowie die Anzahl der Übernachtungen.

Legende - ART DER UNTERBRINGUNG

1) Hotel/Motel/Gasthaus/Hütte
2) Kommerzielle Cottage/Kabine
3) Übernachtung mit Frühstück
4) Jugendherberge
5) Campingplatz / Wohnwagenpark
6) Wildniscamping
7) Freunde/Verwandte/ eigenes Ferienhaus

	Übernachtung	NAMEN UND UNTERBRINGUNGSORTE AUSFÜLLEN	UNTERBRINGUNGSARTEN (SIEHE LEGENDE, UM ENTSPRECHENDE ZAHL EINZUKREISEN)	ANZAHL DER VERBRACHTEN NÄCHTE (ZAHL AUSFÜLLEN)
20-	ERSTE	________	1 2 3 4 5 6 7	________
26-	ZWEITE	________	1 2 3 4 5 6 7	________
32-	DRITTE	________	1 2 3 4 5 6 7	________
38-	VIERTE	________	1 2 3 4 5 6 7	________
44-	FÜNFTE	________	1 2 3 4 5 6 7	________
50-	SECHSTE	________	1 2 3 4 5 6 7	________
56-	SIEBTE	________	1 2 3 4 5 6 7	________
62-	ACHTE	________	1 2 3 4 5 6 7	________
— —			____	68/69

FALLS SIE NICHT DIEJENIGE PERSON INNERHALB IHRER REISEGRUPPE SIND, DIE AM BESTEN ÜBER DIE REISEKOSTEN DER GRUPPE BESCHEID WEIß, DANN FRAGEN SIE BITTE JENE PERSON, IHNEN BEI DER BEANTWORTUNG DER NÄCHSTEN FRAGEN ÜBER REISEKOSTEN BEHILFLICH ZU SEIN.

11. Waren irgendwelche Ihrer Ausgaben für diese Reise in die Parks vorbezahlt, bevor Sie die Nationalparks betreten hatten?

Ja 1 70-
Nein 2 BITTE MIT F.15 FORTFAHREN

71/80

12-a) Bitte zeigen Sie unten an, für welche Artikel/ Dienstleistungen Sie vorausbez haben, bevor Sie die Parks betraten. (DIE ENTSPRECHENDE ZAHL IN ZEILE a) EINKREISEN).

-b) Für jeden Artikel zeigen Sie an, ob er Teil eines Pauschalpakets war (2 oder mehrere Artikel zusammen gekauft), oder ob er einzeln vorausbezahlt wurde (DIE ENTSPRECHENDE ZAHL IN ZEILE b) EINKREISEN).

-c) Für jeden einzeln vorausbezahlten Artikel (nicht Teil eines Pauschalarrange schreiben Sie bitte den bezahlten Gesamtbetrag. SCHREIBEN SIE DEN BETRAG UND DIE WÄHRUNG (z.B. FRANC, DEUTSCHE MARK, YEN, U.S.DOLLAR, KANADISCHER DOLLAR , ETC.).

	-a)	-b)		-c)		10-
	VORAUS-BEZAHLTE ARTIKEL	PAUSCHAL PAKET	EINZELN	FÜR EINZELN BEZAHLTE ARTIKEL NUR AUFFÜHREN BETRAG	WÄHRUNG	11- 12-
Unterbringung	1	1	1	_____	_____	13-
Essen/Getränke	2	2	2	_____	_____	17-
Unterhaltung,Aktivitäten, Besichtigungen,Liftkarten	3	3	3	_____	_____	21-
Mietwagen in den Parks abgeholt	4	4	4	_____	_____	25-
Mietwagen außerhalb der Parks abgeholt	5	5	5	_____	_____	27-
Beförderung	6	6	6	_____	_____	33-
Keine von diesen	9 BITTE MIT F.15 FORTFAHREN					

FALLS SIE ARTIKEL VORAUSBEZAHLT HATTEN, DIE TEIL EINES PAUSCHALPAKETS WA DANN BEANTWORTEN SIE BITTE FRAGE 13. , ANDERNFALLS FAHREN SIE MIT FRAGE 14. FORT.

13-a) Was war der Gesamtbetrag, den Sie für alle Personen in Ihrem Wagen für das vorausbezahlte Pauschalpacket bezahlten? TRAGEN SIE BETRAG UND WÄHRUNG EI

_____________ BETRAG _____________ WÄHRUNG 37-

-b) Wieviele Übernachtungen waren insgesamt in Ihrem vorausbezahlten Pauschal Paket eingeschlossen, und wieviele von diesen Übernachtungen haben Sie in den Parks verbracht?

_____________ GESAMTE ÜBERNACHTUNGEN _____________ ÜBERNACHTUNGEN IM PARK 41- 44-

-c) Falls Ihre Beförderung in Ihrem vorausbezahlten Pauschalpaket miteingeschlosse war, schreiben Sie bitte, wo Sie zuerst diese Beförderung genommen hatten.

_____________ NÄCHSTGELEGENE STADT ODER ORT _____________ PROVINZ/STAAT _____________ NATION 47- 48- 49-

14. FALLS SIE IHRE UNTERBRINGUNG GETRENNT (NICHT TEIL EINES PAUSCHALPACKETS IM VORAUS BEZAHLTEN,DANN FÜLLEN SIE BITTE FRAGE AUS, SONST FAHREN SIE MIT FRAGE 15 FORT.

Wieviele Nächte waren insgesamt in der vorausbezahlten Unterbringung eingeschlossen, und wieviele dieser Übernachtungen verbrachten Sie in den Parks?

_____________ GESAMTE VORAUSBEZAHLTE ÜBERNACHTUNGEN _____________ ÜBERNACHTUNGEN IM PARK 50- 53-

15-a) Für jede Ausgabenkategorie, wie unten aufgeführt, geben Sie bitte an, wieviel Sie insgesamt für jeden in Ihrer Reisegruppe während Ihrer gesamten Reise innerhalb der Parks ausgegeben haben. Schließen Sie alle Ausgaben in bar, Kreditkarten, Reiseschecks und Schecks ein. Hingegen, schließen Sie nicht die vorausbezahlten Ausgaben ein, die in den vorhergehehenden Fragen aufgeführt waren.

Wieviel gab jeder in Ihrer Reisegruppe aus für..? FÜR JEDE KATEGORIE, FÜHREN SIE DEN BETRAG IN KANADISCHEN DOLLARN AN. FALLS SIE NICHT DEN BETRAG IN KANADISCHER WÄHRUNG WISSEN, SCHREIBEN SIE DEN BETRAG IN DEN VORGESEHENEN RAUM, UND SPEZIFIZIEREN DIE WÄHRUNG.

	FALLS KEINE, RAUM ANKREUZEN	BETRAG IN KANADISCHE $	ANDERE WÄHRUNG (BITTE WÄHRUNG UND BETRAG ANGEBEN)	59-
Unterkunft in den Parks, ausgenommen Camping und Wohnwagenparks	( )	$________	__________	60- 61-
Campinggebühren	( )	$________	__________	65-
Essen und Getränke in Parkrestaurants, -hotels, oder -bars gekauft	( )	$________	__________	69-
Lebensmittel & Getränke in Parkgeschäften gekauft	( )	$________	__________	73-
Benzin oder Öl, Wagenpflege oder Reparaturen an Parktankstellen	( )	$________	__________	77-
Beförderungen innerhalb der Parks, einschl. 'Shuttlebuses', Taxi, etc.	( )	$________	__________	6-4 13-
Miete für Wagen, die in den Parks abgeholt wurden	( )	$________	__________	17-
Erholung und Unterhaltung, einschl. Ausflüge, Tickets Miete für Ausrüstungen, etc., in den Parks gekauft	( )	$________	__________	21-
Kosten für Registrierung, wie Konferenzen, Treffen, in den Parks	( )	$________	__________	25-
Gebühren für Parkeintritt oder Scheine (z.B. Angelscheine)	( )	$________	__________	29-
Einkäufe in Einzelwarengeschäften, wie Souvenirs, Ausrüstung, Film, Kleidung, etc., in den Parks	( )	$________	__________	33-
Ungefähre Gesamtsumme		$________	__________	37-56/ 57-

-b) Hat jemand von ihrer Gruppe heute einen saison Skipass benutzt?

ja 1

nein 2 ZUR FRAGE 16

-c) Für jede Person in Ihrer Gruppe, der einen saison Skipass benutzt hat, Bitte schreiben Sie den gesamten Preis den Sie fürden Skipass bezahlt haben und wieviel Tage Sie den Pass auf diesem Ausflug benutzt haben

	PREIS	WÄHRUNG	WIEVIEL TAGE
Personen 1			
2			
3			
4			
5			

16-a) Bitte beschreiben Sie mit Ihren eigenen Worten, was Sie veranlaßt, oder was Ihre Entscheidung beeinflußt hat, zum Banff/Jasper Nationalparksystem zu reisen?

______________________________ 61-

______________________________ 62-

______________________________ 63-

-b) Insgesamt, wie würden Sie Ihre Reise zum Banff/Jasper Nationalparksystem bewerten...? EINE ANTWORT EINKREISEN. 64-

Ausgezeichnet	1
Sehr Gut	2
Gut	3
Befriedigend	4
oder Schlecht	5

-c) Welche Attraktionen, Einrichtungen, oder Dienstleistungen würden Sie gerne etabliert oder verbessert sehen, innerhalb der Banff oder Jasper Nationalparks? (UNTEN-AUSFÜLLEN)

______________________________ 65-

______________________________ 66-

______________________________ 67-

17. Welche von den folgenden Aussagen beschreibt am besten welchen Einfluß die Inszenierung der Olympischen Winterspiele 1988 auf Ihre Entscheidung hatte, diese Reise zu unternehmen? EINE ANTWORT EINKREISEN. 68-

	Ich besuchte die Parks, weil ich in dem Gebiet war, um an der Inszenierung, Berichterstattung, oder Teilnahme an den olympischen Ereignissen zu partizipieren.	1
	Ich besuchte die Parks, weil ich in der Gegend war, um die Olimpischespiele zu besuchen.	2
	Dinge, die ich sah oder hörte, in Verbindung mit den Olympischen Spielen, veranlassten mich, die Parks zu besuchen	3
	Ich mußte meine Pläne, die Parks zu besuchen, wegen der Olympischen Spielen ändern	4
ODER	Die Olympischen Spiele hatten nichts mit meiner Entscheidung zu tun, die Parks zu besuchen	5

18. Bitte geben Sie Alter und Geschlecht von jeder Person in Ihrer Reisegruppe an, sich selbst miteinbezogen. Schreiben Sie Ihr eigenes Alter und Geschlecht in die erste Linie.

	ALTER	GESCHLECHT			
		MÄNNLICH	WEIBLICH		
Ihr:	________ Jahre	1	2	69-	
	________Jahre	1	2	71-	
	________Jahre	1	2	73-	
	________Jahre	1	2	75-	
	________Jahre	1	2	77-	
	________Jahre	1	2	13-	6-5
	________Jahre	1	2	15-	
	________Jahre	1	2	17-	
				19/21	

19. Was ist Ihr Beruf? Wir meinen nicht den Namen Ihrer Firma, sondern lediglich die Art Ihres Berufs und die Art Ihrer Firma. (AUSFÜLLEN. FALLS IM RUHESTAND, RAUM ANKREUZEN).

________________________ MIT ________________________ 22-

(ART IHRES BERUFS) (ART DER FIRMA)

( ) IM RUHESTAND

20. Bitte geben Sie Ihren Namen und volle Adresse mit Postleitzahl an.

NAME DES BEANTWORTERS: ________________________

ADRESSE: ________________________

STADT: ____________ Bundesland/Kanton ____________

LAND: ________________________

POSTLEITZAHL ________________________ 23-

TELEPHONNUMMER ____________ ____________

VORWAHL NUMMER

Vielen Dank, daß Sie an dieser Umfrage teilgenommen haben. Wir würden Ihnen gerne diesen Fragebogen überlassen, so daß Sie ihn ausfüllen und an uns zurückschicken können.

Der beigefügte Umschlag ist bereits addressiert und frankiert, um es Ihnen leicht zu machen. Ihre Antworten werden helfen, die Dienstleistungen und Einrichtungen in den Parks zu verbessern.

Bitte füllen Sie den Fragebogen aus und stecken ihn in einen Briefkasten, bevor Sie Kanada verlassen, wenn möglich.

In Dankbarkeit für Ihre Kooperation, würden wir Ihnen gerne dieses Souvenir von Alberta überreichen.

29/30

RECORD: Refused before screening 31-1

Qualified but refused 2

13-

Location:____________________ 14-

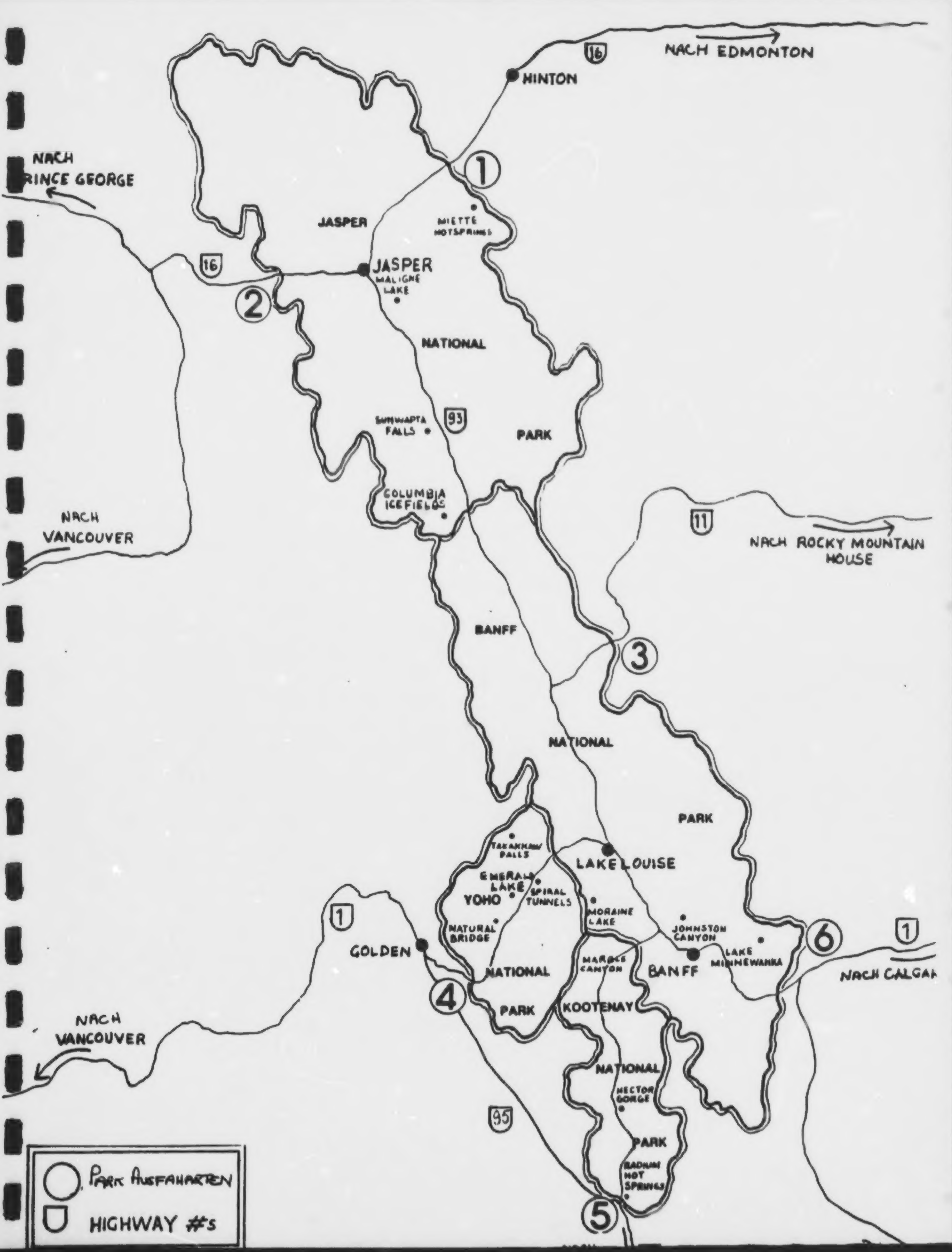
Date: ____________________ 15-

Day Month

Start: ______________ A.M. P.M.

Finish: ______________ A.M. P.M.

Interviewer:________________________________


NACH EDMONTON
16
HINTON
①
NACH
RINCE GEORGE
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
②
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
NACH VANCOUVER
11
NACH ROCKY MOUNTAIN HOUSE
BANFF
③
NATIONAL
PARK
TAKAKKAW FALLS
EMERALD LAKE
SPIRAL TUNNELS
YOHO
LAKE LOUISE
MORAINE LAKE
JOHNSTON CANYON
LAKE MINNEWANKA
⑥
1
NATURAL BRIDGE
1
GOLDEN
MARBLE CANYON
BANFF
NACH CALGA
NATIONAL
④
PARK
KOOTENAY
NACH VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
⑤
PARK AUSFAHRTEN
HIGHWAY #s

CHARTERED MOTORCOACH QUESTIONNAIRE

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

NATIONAL PARKS BESUCHER-UMFRAGE

Sehr geehrter Reiseführer:

Ruston/Tomany & Associates ist eine Marktforschungsfirma, die eine Studie im Auftrag der Regierungen von Kanada, Alberta, und British Columbia durchführt. Die Information von dieser Studie wird dazu verwendet werden, der Planung für die Zukunft der Parks zu helfen, und um sicherzustellen, daß die Einrichtungen vorhanden sind, um die Parks attraktiv für die Touristen aus aller Welt zu gestalten.

Als ein Teil der Studie würden wir gerne Information von den Besuchern erhalten, die mit Charterbus-Touren reisen. Wir erkennen, daß dies ein äußerst wichtiger Sektor im Besuchermarkt darstellt, und wir wollen sicherstellen, daß die Meinungen der Bustourpassagiere in unserer Studie miteingeschlossen sind. Deshalb verteilen wir Fragebögen an eine Auswahl von Bustourgästen, die sie selber ausfüllen, wenn sie das Fahrzeug am Tage ihrer Abreise von den Parks besteigen. Passagiere auf Ihrer Tour werden möglicherweise von Ruston/Tomany Interviewern angesprochen werden, wenn sie ihren Bus besteigen, und werden ihnen Fragebögen aushändigen, die sie ausfüllen und an uns zurücksenden werden. Für die Rücksendung werden frankierte Briefumschläge vorhanden sein. Während der Verteilung der Fragebögen werden unsere Interviewer nicht den Verlauf in ihrer Gruppe stören, oder ihre Abfahrt verzögern.

Wir wären Ihnen für Ihre Kooperation in dieser Angelegenheit sehr verbunden. Es wäre äußerst hilfreich, wenn Sie die Passagiere darin bestärken könnten, die Fragebögen auszufüllen,und am gleichen Tage nach Erhalten zurückzusenden.

Wir danken Ihnen im voraus für Ihre Unterstützung.

Hochachtungsvoll,

Denis Tomany
Präident

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

Sehr geehrter Besucher:

Ruston/Tomany & Associates ist eine Marktforschungsfirma, die eine Studie im Auftrag der Regierungen von Kanada, Alberta und British Columbia über die vier National Parks -Banff, Jasper, Yoho und Kootenay - durchführt. Die Information von dieser Studie wird dazu verwendet werden, der Planung für die Zukunft der Parks zu helfen.

Könnten Sie bitte sich ein wenig Zeit nehmen, um die zwei beiliegenden Fragebögen auszufüllen, und sie in dem vorgesehenen Briefumschlag an uns zurückzusenden.

Es ist wichtig, daß nur ein Mitglied in Ihrer Reisegruppe die Fragebögen ausfüllt (unter Reisegruppe verstehen wir nicht jeden in Ihrem Bus). Bitte lesen Sie Fragen 1 und 2 auf dem Charterfragebogen (auf langem Papier), um festzustellen, wer in Ihrer Reisgruppe die Fragebögen ausfüllen sollte.

Da einige Fragen sich auf Ausgaben in den Parks beziehen, bitten wir, daß Sie den Fragebogen ausfüllen, nachdem Ihr Bus zum letzten Mal in den Parks angehalten hat.

Bitte stecken Sie heute die ausgefüllten Fragebögen in einen Briefkasten -- entweder, wenn Sie in Ihrem Hotel ankommen, oder am Flughafen, wenn Sie heute abfliegen. Der Umschlag ist bereits frankiert, wenn er in Kanada oder in U.S.A. eingesteckt wird, und Sie brauchen daher keine Briefmarken aufzukleben.

Schließlich möchte ich mich für Ihre Kooperation bedanken, und hoffe, daß Sie einen sehr angenehmen Besuch in den Parks verbrachten.

Hochachtungsvoll,

Denis Tomany
Präsident

Ruston/Tomany & Associates Ltd.

R/T 19151
5- 0
6-1
7- 3

FRAGEBOGEN FÜR CHARTER

WINTER CHARTER

Hallo, ich bin von Ruston/Tomany & Associates, einer Marktforschungsfirma. Wir führen eine Studie aus, im Auftrag der Regierungen von Kanada, Alberta, und British Columbia,bezuglich der vier Nationalparks von Banff, Jasper, Yoho und Kootenay. Konnten Sie sich ein paar Minuten Zeit nehmen, und diesen Fragebogen ausfullen?

19/

1. Wie viele Personen in dieser Reisegruppe sind 16 Jahre oder alter, und wieviele sind unter 16 Jahre alt? Mit Reisegruppe ist nicht jeder im Bus gemeint. (BITTE AUSFULLEN)

16 Jahre oder alter ____________ 20-
ZAHL ANGEBEN 21-

Unter 16 Jahre alt ____________ 22-
ZAHL ANGEBEN 23-

2. Welche von den Personen in dieser Reisegruppe, 16 Jahre oder alter, hat am nachsten Geburtstag? (UNTEN DEN VORNAMEN EINTRAGEN).

VORNAMEN EINTRAGEN: ______________________________

Bitte bitten Sie die Person, deren Name Sie in Frage 3 eintrugen, den restlichen Fragebogen auszufullen.

In den meisten verbleibenden Fragen werden Sie mehrere Wahlen haben, mit einer Zahl neben jeder einzelnen.Bitte kreisen Sie nur die Zahl neben Ihrer Antwort an. Zum Beispiel:

Meine Lieblingsfarbe ist...

Rot 1
Grun 2
Blau [✓ 3]
Gelb 4

3. Wo haben Sie Ihren festen Wohnsitz? (BITTE TRAGEN SIE STADT, PROVINZ/LAND, NATION EIN.)

46-
47-
____________ STADT/ORTSCHAFT ____________ PROVINZ/LAND ____________ NATION 48-

4. Welcher Ort, den Sie auf dieser Reise besuchten oder besuchen werden, ist am weitesten von Ihrem Wohnsitz entfernt?

49-
____________ STADT/ORTSCHAFT ____________ PROVINZ/LAND/STAAT ____________ NATION 50-
51-

5. Ist das Nationalparksystem Ihr Hauptreiseziel?

Ja 1 52-
Nein 2

53/

6. Bitte sehen Sie sich die Karte an, und zeigen sie an, ob Sie seit Ihrer Heimreise eine von vier Nationalparks betreten haben oder nicht. (BITTE KREISEN SIE EINE ZAHL FÜR JEDEN PARK).

	ÜBERHAUPT NICHT BETRETEN	BETRETEN	
Banff National Park	1	2	54-
Jasper National Park	1	2	55-
Yoho National Park	1	2	56-
Kootenay National Park	1	2	57-

58/50

5-4
6-2
13/

7. Wieviele Nächte, falls überhaupt, werden Sie von zu Hause weg sein, auf dieser Reise?

ANZAHL VON NÄCHTEN (GESAMTE REISE) ______ 14-
AUSFÜLLEN 15-
16-

8. Und wieviele Nächte haben Sie insgesamt in den Nationalparks verbracht, seit Ihrer Heimreise?

ANZAHL VON NÄCHTEN IN DEN PARKS ______ 17-
AUSFÜLLEN 18-
19-

9. Uns interessieren die nächtlichen Unterkünfte, die Sie in den Parks benutzten. Für jede Übernachtung, die Sie in einer verschiedenen Unterbringung verbrachten, bitte geben Sie den Ort und die Art der Unterbringung an, sowie die Anzahl der Übernachtungen.

Legende - ART DER UNTERBRINGUNG

1) Hotel/Motel/Gasthaus/Hütte	5) Campingplatz/ Wohnwagenpark
2) Kommerzielle Cottage/Kabine	6) Wildiscamping
3) Übernachtung mit Frühstück	7) Freunde/Verwandte/ eigenes Ferienhaus
4) Jugendherberge	

	Übernachtung	NAMEN UND UNTERBRINGUNGSORTE AUSFÜLLEN	UNTERBRINGUNGS-ARTEN (SIEHE LEGENDE, UM ENTSPRECHENDE ZAHL EINZUKREISEN)	ANZAHL DER VERBRACHTEN NÄCHTE (ZAHL AUSFÜLLEN)
20-	ERSTE	______	1 2 3 4 5 6 7	______
26-	ZWEITE	______	1 2 3 4 5 6 7	______
32-	DRITTE	______	1 2 3 4 5 6 7	______
38-	VIERTE	______	1 2 3 4 5 6 7	______
44-	FÜNFTE	______	1 2 3 4 5 6 7	______
50-	SECHSTE	______	1 2 3 4 5 6 7	______
56-	SIEBTE	______	1 2 3 4 5 6 7	______
62-	ACHTE	______	1 2 3 4 5 6 7	______

68/69

FALLS SIE NICHT DIEJENIGE PERSON INNERHALB IHRER REISEGRUPPE SIND, DIE AM BESTEN ÜBER DIE REISEKOSTEN DER GRUPPE BESCHEID WEIß, DANN FRAGEN SIE BITTE JENE PERSON, IHNEN BEI DER BEANTWORTUNG DER NÄCHSTEN FRAGEN ÜBER REISEKOSTEN BEHILFLICH ZU SEIN.

10. Waren irgendwelche Ihrer Ausgaben für diese Reise in die Parks vorbezahlt, bevor Sie die Nationalparks betreten hatten?

Ja 1 70-

Nein 2 BITTE MIT F.14 FORTFAHREN

71/80

11-a) Bitte zeigen Sie unten an, für welche Artikel/ Dienstleistungen Sie vorausbezahlt haben, bevor Sie die Parks betraten. (DIE ENTSPRECHENDE ZAHL IN ZEILE a) EINKREISEN).

-b) Für jeden Artikel zeigen Sie an, ob er Teil eines Pauschalpakets war (2 oder mehrere Artikel zusammen gekauft), oder ob er einzeln vorausbezahlt wurde (DIE ENTSPRECHENDE ZAHL IN ZEILE b) EINKREISEN).

-c) Für jeden einzeln vorausbezahlten Artikel (nicht Teil eines Pauschalarrangements) schreiben Sie bitte den bezahlten Gesamtbetrag. SCHREIBEN SIE DEN BETRAG UND DIE WÄHRUNG (z.B. FRANC, DEUTSCHE MARK, YEN, U.S.DOLLAR, KANADISCHER DOLLAR , ETC.).

	-a)	-b)		-c)		10-
	VORAUS-BEZAHLTE ARTIKEL	PAUSCHAL PAKET	EINZELN	FÜR EINZELN BEZAHLTE ARTIKEL NUR AUFFÜHREN BETRAG	WÄHRUNG	11- 12-
Unterbringung	1	1	1	______	______	13-
Essen/Getränke	2	2	2	______	______	17-
Unterhaltung,Aktivitäten, Besichtigungen,Liftkarten	3	3	3	______	______	21-
Mietwagen in den Parks abgeholt	4	4	4	______	______	25-
Mietwagen außerhalb der Parks abgeholt	5	5	5	______	______	27-
Beförderung	6	6	6	______	______	33-
Keine von diesen	9 BITTE MIT F.14 FORTFAHREN					

FALLS SIE ARTIKEL VORAUSBEZAHLT HATTEN, DIE TEIL EINES PAUSCHALPAKETS WAREN, DANN BEANTWORTEN SIE BITTE FRAGE 12, ANDERNFALLS FAHREN SIE MIT FRAGE 13 FORT.

12 -a) Was war der Gesamtbetrag, den Sie für alle Personen in Ihrem Wagen für das vorausbezahlte Pauschalpacket bezahlten? TRAGEN SIE BETRAG UND WÄHRUNG EIN.

______ BETRAG ______ WÄHRUNG 37-

-b) Wieviele Übernachtungen waren insgesamt in Ihrem vorausbezahlten Pauschal Paket eingeschlossen, und wieviele von diesen Übernachtungen haben Sie in den Parks verbracht?

______ GESAMTE ÜBERNACHTUNGEN ______ ÜBERNACHTUNGEN IM PARK 41- 44-

-c) Falls Ihre Beförderung in Ihrem vorausbezahlten Pauschalpaket miteingeschlossen war, schreiben Sie bitte, wo Sie zuerst diese Beförderung genommen hatten.

______ NÄCHSTGELEGENE STADT ODER ORT ______ PROVINZ/STAAT ______ NATION 47- 48- 49-

13. FALLS SIE IHRE UNTERBRINGUNG GETRENNT (NICHT TEIL EINES PAUASHALPACK IM VORAUS BEZAHLTEN, DANN FÜLLEN SIE BITTE FRAGE AUS, SONST FAHREN S MIT FRAGE 14 FORT.

Wieviele Nächte waren insgesamt in der vorausbezahlten Unterbringung eingeschlossen, und wieviele dieser Übernachtungen verbrachten Sie in den Parks?

______ GESAMTE VORAUSBEZAHLTE ÜBERNACHTUNGEN ______ ÜBERNACHTUNGEN IM PARK 50- 53-

56-58/

14. Für jede Ausgabenkategorie, wie unten aufgeführt, geben Sie bitte an, wieviel Sie insgesamt für jeden in Ihrer Reisegruppe während Ihrer gesamten Reise innerhalb der Parks ausgegeben haben. Schließen Sie alle Ausgaben in bar, Kreditkarten, Reiseschecks und Schecks ein. Hingegen, schließen Sie nicht die vorausbezahlten Ausgaben ein, die in den vorhergehehenden Fragen aufgeführt waren.

Wieviel gab jeder in Ihrer Reisegruppe aus für..? FÜR JEDE KATEGORIE,FÜHREN SI DEN BETRAG IN KANADISCHEN DOLLARN AN. FALLS SIE NICHT DEN BETRAG IN KANADISCHER WÄHRUNG WISSEN, SCHREIBEN SIE DEN BETRAG IN DEN VORGESEHENEN RAUM, UND SPEZIFIZIEREN DIE WÄHRUNG.

	FALLS KEINE, RAUM ANKREUZEN	BETRAG IN KANADISCHE $	ANDERE WÄHRUNG (BITTE WÄHRUNG UND BETRAG ANGEBEN)	59-
Unterkunft in den Parks, ausgenommen Camping und Wohnwagenparks	( )	$________	____________	60- 61-
Campinggebühren	( )	$________	____________	65-
Essen und Getränke in Parkrestaurants, -hotels, oder -bars gekauft	( )	$________	____________	69-
Lebensmittel & Getränke in Parkgeschäften gekauft	( )	$________	____________	73-
Benzin oder Öl, Wagenpflege oder Reparaturen an Parktankstellen	( )	$________	____________	77-
Beförderungen innerhalb der Parks, einschl. 'Shuttlebuses', Taxi, etc.	( )	$________	____________	6-4 13-
Miete für Wagen,die in den Parks abgeholt wurden	( )	$________	____________	17-
Erholung und Unterhaltung, einschl. Ausflüge, Tickets Miete für Ausrüstungen,etc., in den Parks gekauft	( )	$________	____________	21-
Kosten für Registrierung, wie Konferenzen,Treffen, in den Parks	( )	$________	____________	25-
Gebühren für Parkeintritt oder Scheine (z.B. Angelscheine)	( )	$________	____________	29-
Einkäufe in Einzelwarengeschäften,wie Souvenirs, Ausrüstung, Film, Kleidung, etc., in den Parks	( )	$________	____________	33-
Ungefähre Gesamtsumme		$________	____________	37-56/ 57-

-b) Hat jemand von ihrer Gruppe heute einen saison Skipass benutzt?

ja 1

nein 2 ZUR FRAGE 16

-c) Für jede Person in Ihrer Gruppe, der einen saison Skipass benutzt hat, Bitte schreiben Sie den gesamten Preis den Sie fürden Skipass bezahlt haben und wieviel Tage Sie den Pass auf diesem Ausflug benutzt haben

	PREIS	WÄHRUNG	WIEVIEL TAGE
Personen 1			
2			
3			
4			
5			

16-a) Bitte beschreiben Sie mit Ihren eigenen Worten, was Sie veranlaßt, oder was Ihre Entscheidung beeinflußt hat, zum Banff/Jasper Nationalparksystem zu reisen?

______________________________ 61-

______________________________ 62-

______________________________ 63-

-b) Insgesamt, wie würden Sie Ihre Reise zum Banff/Jasper Nationalparksystem bewerten...? EINE ANTWORT EINKREISEN. 64-

Ausgezeichnet	1
Sehr Gut	2
Gut	3
Befriedigend	4
oder Schlecht	5

-c) Welche Attraktionen, Einrichtungen, oder Dienstleistungen würden Sie gerne etabliert oder verbessert sehen, innerhalb der Banff oder Jasper Nationalparks? (UNTEN AUSFÜLLEN)

______________________________ 65-

______________________________ 66-

______________________________ 67-

17. Welche von den folgenden Aussagen beschreibt am besten welchen Einfluß die Inszenierung der Olympischen Winterspiele 1988 auf Ihre Entscheidung hatte, diese Reise zu unternehmen? EINE ANTWORT EINKREISEN.

68-

	Ich besuchte die Parks, weil ich in dem Gebiet war, um an der Inszenierung, Berichterstattung, oder Teilnahme an den olympischen Ereignissen zu partizipieren.	1
	Ich besuchte die Parks, weil ich in der Gegend war, um die Olimpischespiele zu besuchen.	2
	Dinge, die ich sah oder hörte, in Verbindung mit den Olympischen Spielen, veranlassten mich, die Parks zu besuchen	3
	Ich mußte meine Pläne, die Parks zu besuchen, wegen der Olympischen Spielen ändern	4
ODER	Die Olympischen Spiele hatten nichts mit meiner Entscheidung zu tun, die Parks zu besuchen	5

17. Bitte geben Sie Alter und Geschlecht von jeder Person in Ihrer Reisegruppe an, sich selbst miteinbezogen. Schreiben Sie Ihr eigenes Alter und Geschlecht in die erste Linie.

	ALTER	GESCHLECHT			
		MÄNNLICH	WEIBLICH		
Ihr:	________ Jahre	1	2	69-	
	________ Jahre	1	2	71-	
	________ Jahre	1	2	73-	
	________ Jahre	1	2	75-	
	________ Jahre	1	2	77-	
	________ Jahre	1	2	13-	6-:
	________ Jahre	1	2	15-	
	________ Jahre	1	2	17-	
				19/21	

18. Was ist Ihr Beruf? Wir meinen nicht den Namen Ihrer Firma, sondern lediglich die Art Ihres Berufs und die Art Ihrer Firma. (AUSFÜLLEN. FALLS IM RUHESTAND, RAUM ANKREUZEN).

________________________ MIT ________________________ 22-
(ART IHRES BERUFS) (ART DER FIRMA)

( ) IM RUHESTAND

19. Bitte geben Sie Ihren Namen und volle Adresse mit Postleitzahl an.

NAME DES BEANTWORTERS: ________________________

ADRESSE: ________________________

STADT: ____________ Bundesland/Kanton ____________

LAND: ________________________

POSTLEITZAHL ________________________ 23-

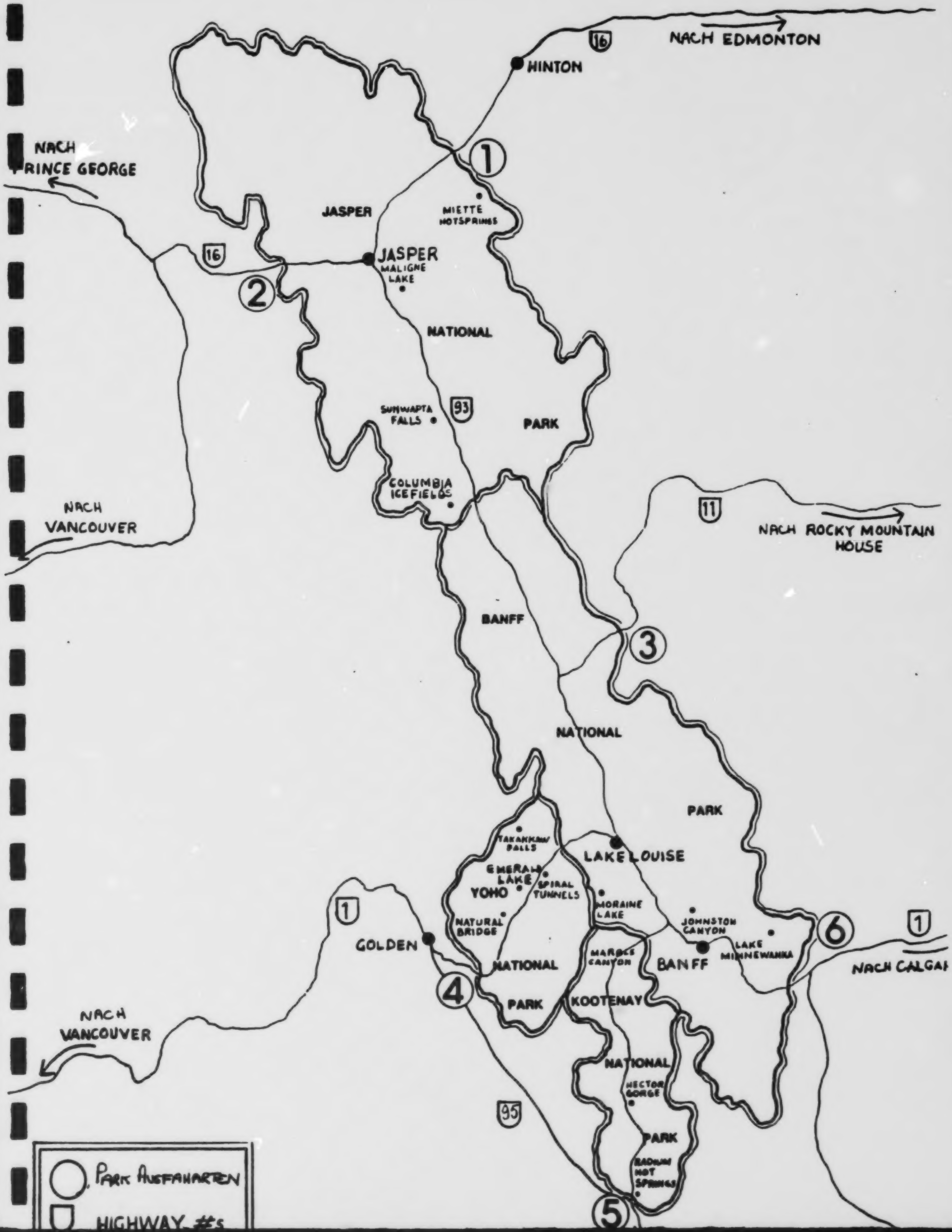
TELEPHONNUMMER ____________ VORWAHL ____________ NUMMER

Vielen Dank, daß Sie diesen Fragebogen ausgefüllt haben. Füllen Sie nun bitte den zweiten Fragebogen aus, der Ihre Aktivitäten in den Parks und Ihre Meinung über die Parks und deren Einrichtungen betrifft. Wenn Sie mit beiden Fragebögen fertig sind, stecken Sie sie bitte in den vorgesehenen Briefumschlag.

BITTE STECKEN SIE HEUTE DIE FRAGEBÖGEN IN EINEN BRIEFKASTEN -- ENTWEDER, WENN SIE IN IHREM HOTEL ANKOMMEN, ODER AM FLUGHAFEN, WENN SIE HEUTE ABFLIEGEN.

DER UMSCHLAG IST BEREITS FRANKIERT, WENN ER IN KANADA ODER IN U.S.A. EINGESTECKT WIRD, UND SIE BRAUCHEN DAHER KEINE BRIEFMARKEN AUFZUKLEBEN.

29/30


NACH EDMONTON
16
HINTON
NACH PRINCE GEORGE
1
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
NACH VANCOUVER
11
NACH ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
SPIRAL TUNNELS
YOHO
MORAINE LAKE
NATURAL BRIDGE
JOHNSTON CANYON
6
1
1
GOLDEN
MARBLE CANYON
BANFF
LAKE MINNEWANKA
NACH CALGA
NATIONAL
4
PARK
KOOTENAY
NACH VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
5
PARK AUSFAHRTEN
HIGHWAY #s

FOREIGN LANGUAGE QUESTIONNAIRES

WINTER

FOREIGN LANGUAGE

Although slight changes have been made to these questionnaire, administration remains the same.

Roadside

This continues to be a respondent answered questionnaire. This means the respondent must fill it out at the roadside in his car and hand it back to the interviewer when it is done. The interviewer then hands him a mailback questionnaire in an envelope and gives him an Alberta souvenir.

Skier

We have added (in the respondent's language) the question about leaving by the Park gate and time of exit. If the respondent is unsure of the location of the gate, show him, Card 2 (the map of the parks). Show him where he is being interviewed and where the gate is.

Otherwise, administration of this questionnaire is identical to Foreign Language Winter Roadside. The respondent must complete the questionnaire in his car, hand it back to the interviewer and be given a mailback in an envelope. As it may take the respondent several minutes to complete the questionnaire, the interviewer should approach other respondents while the questionnaire is being completed.

Bus/Train/Charter

The administration of these foreign language questionnaires has not been changed.

N.B.

Be sure to write the stint number (see your schedule) on each charter questionnaire before it is distributed.

SKI HILL QUESTIONNAIRE

(DUSK STRATUM)

Ruston/Tomany & Associates Ltd.

R/T 19151
5- 7
6-1
7-3

WINTER SKIER

Hallo, ich bin von Ruston/Tomany & Associates, einer Marktforschungsfirma. Wir führen eine Studie aus, im Auftrag der Regierungen von Kanada, Alberta, und British Columbia, bezüglich der vier Nationalparks von Banff, Jasper, Yoho und Kootenay. Konnten Sie sich bitte ein paar Minuten Zeit nehmen, und diesen Fragebogen ausfüllen? 19/

1. **Wie viele Personen in diesem Fahrzeug sind 16 Jahre oder älter, und wieviele sind unter 16 Jahre alt? (UNTEN AUSFÜLLEN)**

16 Jahre oder älter ____________ 20-
ZAHL ANGEBEN 21-

Unter 16 Jahre alt ____________ 22-
ZAHL ANGEBEN 23-

2. Hat jemand in diesem Fahrzeug, 16 Jahre oder älter, einen festen oder vorübergehenden Wohnsitz in den Nationalparks ?
(BITTE EINE RUBRIK ANKREUZEN)

Nein ( ) BITTE MIT FRAGE 3 FORTFAHREN 24-

Ja ( ) BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

25/29

3. Welche von den Personen in diesem Fahrzeug, 16 Jahre oder älter, hat am nächsten Geburtstag? (UNTEN DEN VORNAMEN EINTRAGEN).

VORNAMEN EINTRAGEN: ______________________________

Bitte bitten Sie die Person, deren Name Sie in Frage 3 eintrugen, den restlichen Fragebogen auszufüllen.

In den meisten verbleibenden Fragen werden Sie mehrere Wahlen haben, mit einer Zahl neben jeder einzelnen. Bitte kreisen Sie nur die Zahl neben Ihrer Antwort an. Zum Beispiel:

Rot	1
Grün	2
Blau	[✓ 3]
Gelb	4

4. **Bitte sehen Sie sich die Karte von den vier Parks an, die dem Fragebogen beigefügt ist. Planen Sie persönlich in Gebiete innerhalb der Parkgrenzen zurückzugehen, bevor Sie von dieser Reise nach Hause zurückkehren?** 30-

Nein, ich werde nicht auf dieser Reise in die Parks zurückgehen 1 BITTE MIT FRAGE 5 FORTFAHREN

Ja, ich plane auf dieser Reise in die Parks zurückzugehen 2 BITTE GEBEN SIE DEN FRAGEBOGEN AN DEN INTERVIEWER ZURÜCK

31/

A. Werden Sie die Nationalparks heute verlassen?

ja ☐ BITTE FORTSETZEN

nein ☐ BITTE FRAGENBOGEN DEM AUSFRAGER ZURUCK GEBEN

B. Welches Parktor werden Sie den Park verlassen?

Banff Park Osttor am Highway 1	☐	BITTE FORTSETZEN
Jasper Park Osttor am Highway 16	☐	
Oder ein anderes Parktor	☐	BITTE FRAGEBOGEN DEM AUSFRAGER ZURUCK GEBEN

C. Ungefahr um welche Uhrzeit werden Sie durch dies Tor gehen? (SCHREIBEN SIE DIE UHRZEIT UNTEN)

____________________ am/pm
(UHRZEIT)

5-a) Wo haben Sie Ihren festen Wohnsitz? (BITTE TRAGEN SIE STADT, PROVINZ/LAND, NATION EIN.)

46-
47-

STADT/ORTSCHAFT ______ PROVINZ/LAND ______ NATION ______ 48-

-b) Welcher Ort, den Sie auf dieser Reise besuchten oder besuchen werden, ist am weitesten von Ihrem Wohnsitz entfernt?

49-

STADT/ORTSCHAFT ______ PROVINZ/LAND/STAAT ______ NATION ______ 50-
51-

-c) Ist das Nationalparksystem Ihr Hauptreiseziel?

Ja 1 52-

Nein 2

53/

6. Bitte sehen Sie sich die Karte an, und zeigen sie an, ob Sie seit Ihrer Heimreise eine von vier Nationalparks betreten haben oder nicht. (BITTE KREISEN SIE EINE ZAHL FÜR JEDEN PARK EIN).

	ÜBERHAUPT NICHT BETRETEN	BETRETEN	
Banff National Park	1	2	54-
Jasper National Park	1	2	55-
Yoho National Park	1	2	56-
Kootenay National Park	1	2	57-

7-a) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer gesamten Reise ? (NUR EINEN IN F.7-a,UNTEN,EINKREISEN)

-b) Welche von den folgenden Beschreibungen, beschreibt am besten den Hauptgrund Ihrer Reise nach den Nationalparks ? (NUR EINEN IN F.7-b, UNTEN, EINKREISEN). 58/[illegible]

		-a) Hauptgrund für gesamte Reise	-b) Hauptgrund für Nationalparke Reiseteil	
				76- 77-
Geschäftlich:	Teilnahme an einem besonderen Treffen, wie eine Konferenz, Seminar oder Messe	1	1	
	Andere Geschäfte	2	2	
Persönlich:	Familiäre Gründe,wie Besuch von Freunden oder Verwandten,Hochzeiten, Bestattungen, etc.	3	3	
	Besorgungen:wie Einkäufe ,Banken,Arzt,etc.	4	4	
Vergnügen:	Urlaub	5	5	
	Tageserholung	6	6	
	Urlaub im eigenen Ferienhaus	7	7	
Nur auf Durchreise			8	
Andere Gründe(ANGEBEN)		______	______	

78/80

5-1
6-2
13/

8. Wieviele Nächte, falls überhaupt, werden Sie von zu Hause weg sein, auf dieser Reise?

ANZAHL VON NÄCHTEN (GESAMTE REISE) ____________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN BITTE MIT F.11 FORTFAHREN

14-
15-
16-

9. Und wieviele Nächte haben Sie insgesamt in den Nationalparks verbracht, seit Ihrer Heimreise?

ANZAHL VON NÄCHTEN IN DEN PARKS ____________ AUSFÜLLEN

FALLS KEINE ÜBERNACHTUNGEN, BITTE MIT F.11 FORTFAHREN

17-
18-
19-

WENN SIE IN DEN PARKS ÜBERNACHTETEN, BEANTWORTEN SIE BITTE F.10

10. Uns interessieren die nächtlichen Unterkünfte, die Sie in den Parks benutzten. Für jede Übernachtung, die Sie in einer verschiedenen Unterbringung verbrachten, bitte geben Sie den Ort und die Art der Unterbringung an, sowie die Anzahl der Übernachtungen.

Legende - ART DER UNTERBRINGUNG

1) Hotel/Motel/Gasthaus/Hütte
2) Kommerzielle Cottage/Kabine
3) Übernachtung mit Frühstück
4) Jugendherberge
5) Campingplatz / Wohnwagenpark
6) Wildniscamping
7) Freunde/Verwandte/ eigenes Ferienhaus

	Übernachtung	NAMEN UND UNTERBRINGUNGSORTE AUSFÜLLEN	UNTERBRINGUNGS-ARTEN (SIEHE LEGENDE, UM ENTSPRECHENDE ZAHL EINZUKREISEN)	ANZAHL DER VERBRACHTEN NÄCHTE (ZAHL AUSFÜLLEN)
20-	ERSTE	____________	1 2 3 4 5 6 7	____________
26-	ZWEITE	____________	1 2 3 4 5 6 7	____________
32-	DRITTE	____________	1 2 3 4 5 6 7	____________
38-	VIERTE	____________	1 2 3 4 5 6 7	____________
44-	FÜNFTE	____________	1 2 3 4 5 6 7	____________
50-	SECHSTE	____________	1 2 3 4 5 6 7	____________
56-	SIEBTE	____________	1 2 3 4 5 6 7	____________
62-	ACHTE	____________	1 2 3 4 5 6 7	____________

68/69

11. Waren irgendwelche Ihrer Ausgaben für diese Reise in die Parks vorbezahlt, bevor Sie die Nationalparks betreten hatten?

Ja 1

Nein 2 BITTE MIT F.15 FORTFAHREN

70-

71/80

12-a) Bitte zeigen Sie unten an, für welche Artikel/ Dienstleistungen Sie vorausbezahlt haben, bevor Sie die Parks betraten. (DIE ENTSPRECHENDE ZAHL IN ZEILE a) EINKREISEN).

-b) Für jeden Artikel zeigen Sie an, ob er Teil eines Pauschalpakets war (2 oder mehrere Artikel zusammen gekauft), oder ob er einzeln vorausbezahlt wurde (DIE ENTSPRECHENDE ZAHL IN ZEILE b) EINKREISEN).

-c) Für jeden einzeln vorausbezahlten Artikel (nicht Teil eines Pauschalarrangement schreiben Sie bitte den bezahlten Gesamtbetrag. SCHREIBEN SIE DEN BETRAG UND DIE WÄHRUNG (z.B. FRANC, DEUTSCHE MARK, YEN, U.S.DOLLAR, KANADISCHER DOLLAR , ETC.).

	-a)	-b)		-c)		10-
	VORAUS-BEZAHLTE ARTIKEL	PAUSCHAL PAKET	EINZELN	FÜR EINZELN BEZAHLTE ARTIKEL NUR AUFFÜHREN BETRAG	WÄHRUNG	11- 12-
Unterbringung	1	1	1	______	______	13-
Essen/Getränke	2	2	2	______	______	17-
Unterhaltung,Aktivitäten, Besichtigungen,Liftkarten	3	3	3	______	______	21-
Mietwagen in den Parks abgeholt	4	4	4	______	______	25-
Mietwagen außerhalb der Parks abgeholt	5	5	5	______	______	27-
Beförderung	6	6	6	______	______	33-
Keine von diesen	9 BITTE MIT F.15 FORTFAHREN					

FALLS SIE ARTIKEL VORAUSBEZAHLT HATTEN, DIE TEIL EINES PAUSCHALPAKETS WAREN DANN BEANTWORTEN SIE BITTE FRAGE 13. , ANDERNFALLS FAHREN SIE MIT FRAGE 14. FORT.

13-a) Was war der Gesamtbetrag, den Sie für alle Personen in Ihrem Wagen für das vorausbezahlte Pauschalpacket bezahlten? TRAGEN SIE BETRAG UND WÄHRUNG EIN.

______ BETRAG ______ WÄHRUNG 37-

-b) Wieviele Übernachtungen waren insgesamt in Ihrem vorausbezahlten Pauschal Paket eingeschlossen, und wieviele von diesen Übernachtungen haben Sie in den Parks verbracht?

41-

______ GESAMTE ÜBERNACHTUNGEN ______ ÜBERNACHTUNGEN IM PARK 44-

-c) Falls Ihre Beförderung in Ihrem vorausbezahlten Pauschalpaket miteingeschlossen war, schreiben Sie bitte, wo Sie zuerst diese Beförderung genommen hatten.

47-
48-

______ NÄCHSTGELEGENE STADT ODER ORT ______ PROVINZ/STAAT ______ NATION 49-

14. FALLS SIE IHRE UNTERBRINGUNG GETRENNT (NICHT TEIL EINES PAUSCHALPACKETS IM VORAUS BEZAHLTEN,DANN FÜLLEN SIE BITTE FRAGE AUS, SONST FAHREN SIE MIT FRAGE 15 FORT.

Wieviele Nächte waren insgesamt in der vorausbezahlten Unterbringung eingeschlossen, und wieviele dieser Übernachtungen verbrachten Sie in den Parks?

______ GESAMTE VORAUSBEZAHLTE ÜBERNACHTUNGEN ______ ÜBERNACHTUNGEN IM PARK 50-
53-

15-a) Für jede Ausgabenkategorie, wie unten aufgeführt, geben Sie bitte an, wieviel Sie insgesamt für jeden im Wagen während Ihrer gesamten Reise innerhalb der Parke ausgegeben haben. Schließen Sie alle Ausgaben in bar, Kreditkarten, Reiseschecks und Schecks ein. Hingegen, schließen Sie nicht die vorausbezahlten Ausgaben ein, die in den vorhergehenden Fragen aufgeführt wurden.

Wieviel gab jeder im Wagen aus für...? FÜR JEDE KATEGORIE, FÜHREN SIE DEN BETRAG IN KANADISCHEN DOLLAR AN. FALLS SIE NICHT DEN BETRAG IN KANADISCHER WÄHRUNG WISSEN, SCHREIBEN SIE DEN BETRAG IN DEN VORGESEHENEN RAUM, UND SPEZIFIZIEREN DIE WÄHRUNG.

	FALLS KEINE, RAUM ANKREUZEN	BETRAG IN KANADISCHE $	ANDERE WÄHRUNG (BITTE WÄHRUNG UND BETRAG ANGEBEN)	59-
Unterkunft in den Parks, ausgenommen Camping und Wohnwagenparks	( )	$______	______	60- 61-
Campinggebühren	( )	$______	______	65-
Essen und Getränke in Parkrestaurants, -hotels, oder -bars gekauft	( )	$______	______	69-
Lebensmittel & Getränke in Parkgeschäften gekauft	( )	$______	______	73-
Benzin oder Öl, Wagenpflege oder Reparaturen an Parktankstellen	( )	$______	______	77-
Beförderungen innerhalb der Parke, einschl. 'Shuttlebuses', Taxi, etc.	( )	$______	______	6-4 13-
Miete für Wagen, die in den Parks abgeholt wurden	( )	$______	______	17-
Erholung und Unterhaltung, einschl. Ausflüge, Tickets Miete für Ausrüstungen, etc., in den Parks gekauft	( )	$______	______	21-
Kosten für Registrierung, wie Konferenzen, Treffen, in den Parks	( )	$______	______	25-
Gebühren für Parkeintritt oder Scheine (z.B. Angelscheine)	( )	$______	______	29-
Einkäufe in Einzelwarengeschäften, wie Souvenirs, Ausrüstung, Film, Kleidung, etc., in den Parks	( )	$______	______	33-
Ungefähre Gesamtsumme		$______	______	37-56/ 57-

-b) Hat jemand von ihrer Gruppe heute einen saison Skipass benutzt?

ja 1

nein 2 ZUR FRAGE 16

-c) Für jede Person in Ihrer Gruppe, der einen saison Skipass benutzt hat, Bitte schreiben Sie den gesamten Preis den Sie fürden Skipass bezahlt haben und wieviel Tage Sie den Pass auf diesem Ausflug benutzt haben

	PREIS	WÄHRUNG	WIEVIEL TAGE
Personen 1			
2			
3			
4			
5			

16-a) Bitte beschreiben Sie mit Ihren eigenen Worten, was Sie veranlaßt, oder was Ihre Entscheidung beeinflußt hat, zum Banff/Jasper Nationalparksystem zu reisen?

____ 61-

____ 62-

____ 63-

-b) Insgesamt, wie würden Sie Ihre Reise zum Banff/Jasper Nationalparksystem bewerten...? EINE ANTWORT EINKREISEN. 64-

Ausgezeichnet	1
Sehr Gut	2
Gut	3
Befriedigend	4
oder Schlecht	5

-c) Welche Attraktionen, Einrichtungen, oder Dienstleistungen würden Sie gerne etabliert oder verbessert sehen, innerhalb der Banff oder Jasper Nationalparks? (UNTEN AUSFÜLLEN)

____ 65-

____ 66-

____ 67-

17. Welche von den folgenden Aussagen beschreibt am besten welchen Einfluß die Inszenierung der Olympischen Winterspiele 1988 auf Ihre Entscheidung hatte, diese Reise zu unternehmen? EINE ANTWORT EINKREISEN.

68-

	Ich besuchte die Parks, weil ich in dem Gebiet war, um an der Inszenierung, Berichterstattung, oder Teilnahme an den olympischen Ereignissen zu partizipieren.	1
	Ich besuchte die Parks, weil ich in der Gegend war, um die Olimpischespiele zu besuchen.	2
	Dinge, die ich sah oder hörte, in Verbindung mit den Olympischen Spielen, veranlassten mich, die Parks zu besuchen	3
	Ich mußte meine Pläne, die Parks zu besuchen, wegen der Olympischen Spielen ändern	4
ODER	Die Olympischen Spiele hatten nichts mit meiner Entscheidung zu tun, die Parks zu besuchen	5

18. Bitte geben Sie Alter und Geschlecht von jeder Person in diesem Wagen an, sich selbst miteinbezogen. Schreiben Sie Ihr eigenes Alter und Geschlecht in die erste Linie.

	ALTER	GESCHLECHT		
		MÄNNLICH	WEIBLICH	
Ihr:	_________ Jahre	1	2	69-
	_________ Jahre	1	2	71-
	_________ Jahre	1	2	73-
	_________ Jahre	1	2	75-
	_________ Jahre	1	2	77-
				6-3
	_________ Jahre	1	2	13-
	_________ Jahre	1	2	15-
	_________ Jahre	1	2	17-
				19/21

19. Was ist Ihr Beruf? Wir meinen nicht den Namen Ihrer Firma, sondern lediglich die Art Ihres Berufs und die Art Ihrer Firma. (AUSFÜLLEN. FALLS IM RUHESTAND, RAUM ANKREUZEN).

______________________ MIT ______________________ 22-
(ART IHRES BERUFS) (ART DER FIRMA)

( ) IM RUHESTAND

20. Bitte geben Sie Ihren Namen und volle Adresse mit Postleitzahl an.

NAME DES BEANTWORTERS: ______________________

ADRESSE: ______________________

STADT: ____________ Bundesland/Kanton ____________

LAND: ______________________

POSTLEITZAHL ______________________ 23-

TELEPHONNUMMER ____________ ____________
VORWAHL NUMMER

Vielen Dank, daß Sie an dieser Umfrage teilgenommen haben. Wir würden Ihnen gerne diesen Fragebogen überlassen, so daß Sie ihn ausfüllen und an uns zurückschicken können.

Der beigefügte Umschlag ist bereits addressiert und frankiert, um es Ihnen leicht zu machen. Ihre Antworten werden helfen, die Dienstleistungen und Einrichtungen in den Parks zu verbessern.

Bitte füllen Sie den Fragebogen aus und stecken ihn in einen Briefkasten, bevor Sie Kanada verlassen, wenn möglich.

In Dankbarkeit für Ihre Kooperation, würden wir Ihnen gerne dieses Souvenir von Alberta überreichen.

INTERVIEWER:

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		

Other (SPECIFY) ______________________

RECORD: Refused before screening 31-1
Qualified but refused 2

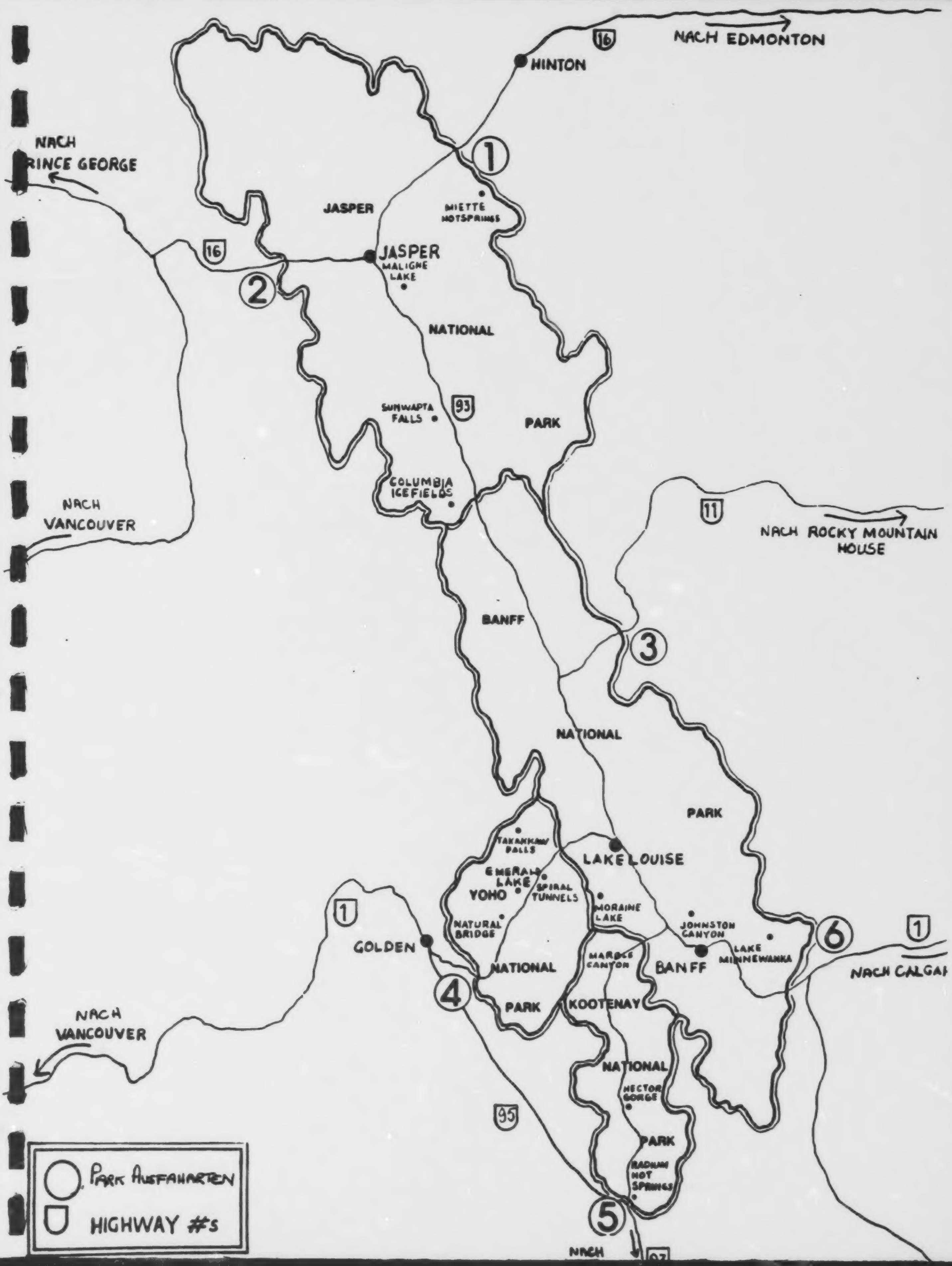
Location: ______________________ 13-
14-

Date: ______________________ 15-
Day Month

Start: ______________ A.M.
P.M.

Finish: ______________ A.M.
P.M.

Interviewer: ______________________________


NACH EDMONTON
16
HINTON
NACH PRINCE GEORGE
1
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
NACH VANCOUVER
11
NACH ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
1
NATURAL BRIDGE
JOHNSTON CANYON
6
1
GOLDEN
MARBLE CANYON
BANFF
LAKE MINNEWANKA
NATIONAL
NACH CALGA
4
PARK
KOOTENAY
NACH VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
5
NACH
97
PARK AUSFAHRTEN
HIGHWAY #s

ATTITUDINAL MAILBACK QUESTIONNAIRE

Distributed To All Parks Visitors
In All Modes For Self-Completion

1 Elizabeth Street
ronto Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

Lieber Beantworter:

Vielen Dank, daß Sie sich die Zeit genommen haben, um an der National Park Besucher Umfrage teilzunehmen. Dieser selbstversendende Fragebogen wird uns mit zusätzlicher Information versehen, die wir benötigen, um einen vollständigen und genauen Bericht von Ihrem Parkaufenthalt zu bekommen. Die Information, die Sie geben, wird dazu verwendet werden, die National Parks zu verbessern.

Ihre Antworten sind äußerst wichtig, so würden Sie bitte diesen Fragebogen ausfüllen, und ihn in dem frankierten Umschlag zurücksenden

Hochachtungsvoll,

Denis Tomany
Präsident

NATIONAL

PARK

BESUCHER

UMFRAGE

5-5
6-1
7-3

EINIGE ANLEITUNGEN BEVOR SIE BEGINNEN

Die meisten Fragen sind Multiple Choice, mit einer Nummer neben jeder möglichen Antwort. Um Ihre Antwort anzuzeigen, zeichnen Sie lediglich einen Kreis um die Nummer neben Ihrer jeweiligen Antwort.

Zum Beispiel:

Meine Lieblingsfarbe ist...

Blau	1
Grün	[✓ 2]
Rot	3
Gelb	4

Wenn mehr als eine Antwort zutrifft, kreisen Sie alle entsprechenden Nummern ein.

Einige Fragen haben einen freien Raum anstelle von Nummern. Beantworten Sie jene mit Ihren eigenen Worten.

15-

Falls Sie ausschließlich Zeit in Yoho oder Kootenay National Parks verbracht haben, dann überschlagen Sie bitte einige Seiten und fangen mit Frage 10 auf Seite 10 an. Alle anderen füllen bitte den ganzen Fragebogen aus.

1. Bitte kreisen Sie in der folgenden Liste alle Aktivitäten und Programme ein, an denen Sie auf dieser Reise nach Banff und/oder Jasper National Park teilgenommen haben. Bitte schließen Sie nicht die Aktivitäten und Programme ein, an denen Sie ausschließlich in Yoho oder Kootenay National Park teilgenommen haben. (Sehen Sie die Karte und kreisen Sie alles Entsprechende ein).

Ausflug mit PKW	01
Ausflug mit Bus	02
Wildlife Besichtigung	03
Vögelbeobachtung	04
Picknick	05
Photographie	06
Bergsteigen	07
Eissteigen	08
Jogging/Laufen	09
Wandern/Rucksack alleine oder mit Gruppe	10
Wandern mit Park Naturkundigem (Parkführer)	11
Teilnahme an Park Erklärungs- oder Lehrprogrammen	12
Teilnahme am Kurs in Banff Centre	13
Wissenschaftliche Studien und Forschung	14
Fischen	15
Schwimmen	16
Tauchen oder Schnorcheln	17
Landschaftsausflüge im Boot	18
Andere Exkursionen im Boot, Kanu,Kayak,Segelboot	19
Fluß mit Floß befahren (Rafting)	20
Windsurfing	21
Pferdereiten	22
Fahrten mit Pferdekutsche	23
Fahrradfahren	24
Golf	25
Tennis	26
Einkäufe/Shopping	27
Kinobesuche	28
Teinahme an Banff Kunstfestspiele	29
Teilnahme an anderen Theater/ Konzertaufführungen/Kunstausstellungen	30
Museumsbesuche/Historische Ausstellungen	31
Teilnahme an Sportveranstaltungen	32
Teilnahme an anderen Festspielen/ Veranstaltungen	33
Schiabfahrtslauf	34
Schilanglauf	35
Schlittschuhfahren	36
Schneeschuhlaufen	37
Pferdeschlittenfahrten	38
Hundeschlittenfahrten	39
Columbia Eisfeld Snocoach	40
Ausruhen/Erholung	41
Besucherinformationsstellen aufgesucht	42
Andere Aktivitäten (BITTE AUSFÜLLEN) ______________________ ______________________	
Habe an keinen Aktivitäten oder Programmen teilgenommen	49

2. Welche von den folgenden Attraktionen haben Sie persönlich besucht während Ihrer Reise zum Banff/Jasper Park ?

NATIONAL PARKS ATTRAKTIONEN

STÄDTE

Banff	01
Jasper	02
Lake Louise	03

SEEN IN BANFF

Bow Lake	04
Hector Lake	05
Lake Louise	06
Lake Minnewanka	07
Moraine Lake	08
Peyto Lake	09
Vermilion Lake	10
Andere Seen in Banff	11
See/Seen in Banff, aber weiß nicht den Namen	12

SEEN IN JASPER

Lake Edith und Annette/ Lac Beauvert	13
Maligne Lake	14
Medicine Lake ("Verschwundener See")	15
Patricia und Pyramid Lakes	16
Jasper oder Talbot Lake	17
Andere Seen in Jasper	18
See/Seen in Jasper, aber weiß nicht den Namen	19

WASSERFÄLLE UND HEIßE QUELLEN IN BANFF

Bow Falls	20
Upper Hot Springs Pool	21
Cave and Basin Hot Springs und Centennial Centre	22
Andere Fälle und Quellen in Banff	23
Fälle/Quellen in Banff, aber weiß nicht den Namen	24

WASSERFÄLLE UND HEIßE QUELLEN IN JASPER

Athabasca Falls	25
Miette Hot Springs	26
Punchbowl Falls	27
Sunwapta Falls	28
Andere Fälle und Quellen in Jasper	29
Fälle/Quellen in Jasper, aber weiß nicht den Namen	30

GLETSCHER/EISFELDER IN BANFF UND JASPER

Athabasca Glacier	31
Columbia Icefield	32
Stutfield Glacier	33
Crowfoot Glacier	34
Dome Glacier	35
Andere Gletscher/Eisfelder in Banff und Jasper	36

ANDERE NATUR ATTRAKTIONEN IN BANFF

Cascade Garden(Banff National Park Gebäude)	37
Castle Mountain	38
Hoodoos (Stein Spitzen)	39
Johnston Canyon	40
Saskatchewan Fluß Übergang	41
Shoki Valley	42
Egypt Lake und Umgebung	43

ANDERE NATUR ATTRAKTIONEN IN JASPER

Goat Lookout (Aussicht)	44
Maligne Canyon/Valley	45
Mount Edith Cavell	46
Valley Of The Five Lakes (Tal der fünf Seen)	47
Tonquin Valley	48
Skyline Trail	49

MUSUEEN/CENTRES IN BANFF

Banff Kunst Centre	50
Banff National Park Museum (Wildlife Ausstellung)	51
Luxton Museum (Indianische Kultur)	52
Natural History Museum (Geologisch)	53
Walter J. Phillips Kunst Gallerie	54
Whyte Museum of The Canadian Rockies (Kunstausstellung)	55
Museen/Centres in Banff,aber weiß nicht den Namen	56

MUSEEN/CENTRES IN JASPER

Columbia Icefield Centre	57
The Don Wildlife Museum	58

HISTORISCHE STELLEN IN BANFF UND JASPER

Bankhead Coal Mine Geisterstadt (Banff)	59
Silver City Plaque (Banff)	60
Banff Springs Hotel	61
Old Fort Point Cairn (Jasper)	62
Buffalo Paddock In Banff	63

GONDEL LIFTS IN BANFF

Lake Louise Gondel Lift	64
Mount Norquay Aussichts Lift	65
Sulphur Mountain Gondel Lift	66
Sunshine Village und Kabinenbahn	67

GONDEL LIFTS IN JASPER

Jasper Kabinenbahn auf den Whistler's Mountain	68

SCHI ORTE IN BANFF

Lake Louise	69
Mount Norquay	70
Sunshine Village	71

SCHI ORTE IN JASPER

Marmot Basin	72

31 -

3-a) Haben Sie, als Sie in den Parken waren, einen Busausflug zum Banff oder zum Jasper National Park von den Parken aus unternommen? (BITTE NUR EINE NUMMER EINKREISEN)

Nein	1
Ja	2

WENN JA

-b) Sind Sie auf der Parktour über Nacht geblieben, oder war es eine Tour, die am gleichen Tag endete? (BITTE NUR EINE NUMMER EINKREISEN).

Übernacht Tour	1
Ein-Tag Tour	2

4-a) Was waren einige der Dinge, die Sie mochten, während Ihres Aufenthalts in Banff oder Jasper National Park? (BITTE AUSFÜLLEN)

____

____

____

____

-b) Was waren einige der Dinge, die Sie nicht mochten, während Ihres Aufenthalts in Banff oder Jasper National Park? (BITTE AUSFÜLLEN)

____

____

____

____

BEANTWORTEN SIE FRAGE 5,WENN SIE ZEIT IM BANFF NATIONAL PARK VERBRACHTEN

5-a) Bitte zeigen Sie Ihren Grad von Zufriedenheit mit dem Banff National Park an, indem Sie folgenden Eigenschaften eine Bewertung von eins bis sieben geben, mit eins für sehr unzufrieden und sieben für sehr zufrieden. Je mehr Sie mit den Parkeigenschaften zufrieden waren, desto höher sollte die Zahl sein, die Sie wählen. Je unzufriedener Sie waren, desto niedriger sollte die Zahl sein, die Sie wählen. BITTE KREISEN SIE EINE ZAHL FÜR JEDE AUSSAGE AN.

	Sehr unzufrieden		weder zufrieden noch unzufrieden			Sehr zufrieden		Keine Meinung / nicht zutreffend
1. Verfügbarkeit von angemessener Unterbringung	1	2	3	4	5	6	7	9
2. Auswahl von Restaurants/Essen und Getränkdiensten	1	2	3	4	5	6	7	9
3. Nachtleben,Theater und Unterhaltung	1	2	3	4	5	6	7	9
4. Öffentliche Waschräume (WC's)	1	2	3	4	5	6	7	9
5. Qualität von Essen und Getränken	1	2	3	4	5	6	7	9
6. Bequemlichkeit und Sauberkeit der Unterbringung	1	2	3	4	5	6	7	9
7. Einkaufsgelegenheiten	1	2	3	4	5	6	7	9
8. Qualität von Camping	1	2	3	4	5	6	7	9
9. Qualität der Bedienung	1	2	3	4	5	6	7	9
10. Wildschutz und Naturkonservierung	1	2	3	4	5	6	7	9
11. Freundlichkeit, Zuvorkommenheit und Gastfreundlichkeit von Personal und Bedienung	1	2	3	4	5	6	7	9
12. Gesamtkosten (Preise)	1	2	3	4	5	6	7	9

-b) Nach Ihrer Ansicht - wenn überhaupt - finden Sie Etwas Besonderes am Banff National Park, und wodurch zeichnet er sich von anderen Parks aus, die Sie besuchten?
BITTE AUSFÜLLEN

____

____

____

BEANTWORTEN SIE FRAGE 6, WENN SIE ZEIT IM JASPER NATIONAL PARK VERBRACHTEN

6-a) Bitte zeigen Sie Ihren Grad von Zufriedenheit mit dem Jasper National Park an, indem Sie folgenden Eigenschaften eine Bewertung von eins bis sieben geben, mit eins für sehr unzufrieden und sieben für sehr zufrieden. Je mehr Sie mit den Parkeigenschaften zufrieden waren, desto höher sollte die Zahl sein, die Sie wählen. Je unzufriedener Sie waren, desto niedriger sollte die Zahl sein, die Sie wählen. BITTE KREISEN SIE EINE ZAHL FÜR JEDE AUSSAGE AN.

	Sehr unzufrieden		weder zufrieden noch unzufrieden		Sehr zufrieden			Keine Meinung/ nicht zutreffend
1. Verfügbarkeit von angemessener Unterbringung	1	2	3	4	5	6	7	9
2. Auswahl von Restaurants/Essen und Getränkdiensten	1	2	3	4	5	6	7	9
3. Nachtleben, Theater und Unterhaltung	1	2	3	4	5	6	7	9
4. Öffentliche Waschräume (WC's)	1	2	3	4	5	6	7	9
5. Qualität von Essen und Getränken	1	2	3	4	5	6	7	9
6. Bequemlichkeit und Sauberkeit der Unterbringung	1	2	3	4	5	6	7	9
7. Einkaufs-gelegenheiten	1	2	3	4	5	6	7	9
8. Qualität von Camping	1	2	3	4	5	6	7	9
9. Qualität der Bedienung	1	2	3	4	5	6	7	9
10. Wildschutz und Naturkonservierung	1	2	3	4	5	6	7	9
11. Freundlichkeit, Zuvorkommenheit und Gastfreundlichkeit von Personal und Bedienung	1	2	3	4	5	6	7	9
12. Gesamtkosten (Preise)	1	2	3	4	5	6	7	9

-b) Nach Ihrer Ansicht - wenn überhaupt - finden Sie etwas Besonderes am Jasper National Park, und wodurch zeichnet er sich von anderen Parken aus, die Sie besuchten?
BITTE AUSFÜLLEN

____

____

____

7. Mit Auanahme dieses Besuches, in welchem Jahr war Ihr letzter Besuch zum Banff oder zum Jasper National Park? BITTE AUSFÜLLEN ODER VORGESEHENEN RAUM ANKREUZEN.

____

JAHR

( ) HABE NIEMALS ZUVOR BESUCHT

8. Bitte zeigen Sie in der folgenden Liste an, welche Informationsquellen Sie benutzten, um Ihre Reise zum Banff/Jasper National Park zu planen. (BITTE KREISEN SIE ALLES ZUTREFFENDE AN).

Bevor ich diese Reise antrat, habe ich Literatur oder Information erhalten von

Travel Alberta	01
Tourism Canada	02
Parks Canada	03
British Columbia	04
Kanadische Regierungsstelle außerhalb von Kanada (Beispiel: Botschaft, Konsulat, Handels- oder Touristenbüro)	05
Ich habe Information von einem Informationszentrum während der Reise erhalten	06
Ich habe Information auf einer Touristikmesse erhalten	07
Ich fragte ein Reisebüro um Auskunft und...	
erhielt Literatur	08
erhielt andere Information	09
Ich sah Werbung im Fernsehen	10
Ich sah irgendwelche andere Werbung	11
Ich las einen Reiseartikel	12
Ich sah einen Reisefilm	13
Ich las ein Reisebuch	14
Rat von Freunden oder Verwandten	15
Meine eigene vorhergehende Erfahrung	16
Ich benutzte keinerlei Informationsquellen	17

9. Wann haben Sie Ihre entgültige Entscheidung getroffen, das System der Banff/Jasper National Parke zu besuchen? Bitte kreisen Sie die Zahl neben dem Monat ein, und schreiben das Jahr in den vorgesehenen Raum.

MONAT			
Januar	01	Juli	07
Februar	02	August	08
März	03	September	09
April	04	Oktober	10
Mai	05	November	11
Juni	06	Dezember	12

JAHR

____

(AUSFÜLLEN)

5-5
6-2
13-

BITTE KÖNNTE JEDER ALLE ÜBRIGEN FRAGEN BEANTWORTEN.

BITTE BENUTZEN SIE DIE BEIGEFÜGTE KARTE, UM FRAGE 10 ZU BEANTWORTEN.

10. Bitte zeigen Sie an, wo auf Ihrer Reise Sie zuerst in die National Parks hereinkamen.

Standort 1 (HWY 16 - Osteingang)	1
Standort 2 (HWY 16 - Westeingang)	2
Standort 3 (HWY 11 - Osteingang)	3
Standort 4 (HWY 1 - Westeingang)	4
Standort 5 (HWY 93 - Westeingang)	5
Standort 6 (HWY 1 - Osteingang)	6

-b) Was war das Datum Ihres ersten Eintitts?

Monat ____________ Tag ____________

-c) Und ungefähr um welche Zeit sind Sie in das Parksystem eingetreten?

Zwischen 6 Uhr morgens und 12 Uhr mittags	1
Zwischen 12 Uhr mittags und 6 Uhr abends	2
Zwischen 6 Uhr abends und Mitternacht	3
Oder zwischen Mitternacht und 6 Uhr morgens	4

FALLS SIE AUBERHALB KANADAS LEBEN, BITTE BEANTWORTEN SIE FRAGE 11.

11. Durch welche Stadt oder Ortschaft, oder an welchem Grenzübergang sind Sie auf dieser Reise nach Kanada eingereist?

STADT/ ORTSCHAFT/ GRENZÜBERGANG ____________ PROVINZ ____________

12. Wenn Sie an Ihre gesamte Reise zurückdenken, einschließlich der Zeit, die Sie in den Parks verbrachten, welche eine Reiseart, wie unten erklärt, würde am besten die Art von Reise beschreiben, die Sie unternommen haben?

Ein Freilufturlaub. Ein Urlaub in einem Naturgebiet, wo Sie an Aktivitäten wie Camping, Fischen, Wandern oder Flößen teilgenommen haben mögen. 1

Erholungsurlaub. Eine Reise zu einem Erholungsort oder Gebiet, wo verschiedenartige Aktivitäten, wie Strände, Schilaufen, Golf, Tennis, usw., direkt oder in der Nähe wo Sie wohnten, angeboten wurden. 2

Ein Freizeiturlaub in der Nähe Ihres Wohnsitzes. Eine Reise in der Nähe Ihrer Wohnung, wo Sie Aktivitäten genießen konnten, wie Strand, See, Meeresstrand, oder Park. 3

Ein Reiseurlaub. Ein Urlaub im Auto, Bus, oder Zug, durch landschaftlich schöne Gebiete, oder von kulturellem oder allgemeinem Interesse. 4

Eine Reise zu einer Stadt oder Ortschaft. Eine Stadt- oder Ortschaftsreise, wo Sie einkaufen gehen, Museen besuchen, Unterhaltung genießen, aus Essen gehen, Theaterspiele oder Konzerte besuchen können, oder einfach nur spazierengehen und die Stadt genießen. 5

Ein Besuch von Freunden oder Verwandten. Eine Reise mit dem hauptsächlichen Grund, Freunde oder Verwandte zu besuchen und Zeit mit ihnen zu verbringen. 6

Ein Geschäfts- oder Messebesuch. Zum Beispiel, an einem Treffen, Seminar, Konferenz, oder Tagung teilzunehmen. 7

13. Welche Kategorie beschreibt am besten die Art von Menschen, die sich in Ihrer direkten Reisegruppe auf der Parkreise befanden?

Ehepaar/Paar	1
Familie/Verwandte	2
Freunde/Bekannte	3
Geschäftsfreunde	4
Schulklasse	5
Club/Verein/ Tagungsgruppe	6
Seniorengruppe	7
Ich reiste alleine	8

Andere (BITTE ANGEBEN) ____________________

14. Welche von den folgenden Gegenständen oder Ausrüstungen hatten Sie bei sich auf Ihrer Reise zu den Parks ? KREISEN SIE ALLE GEGENSTÄNDE UND AUSRÜSTUNGEN EIN , DIE SIE MITHATTEN. (WENN SIE KEINE VON DEN AUFGEFÜHRTEN AUSRÜSTUNGEN HATTEN, DANN KREUZEN SIE BITTE DIESE STELLE ( ) AN, UND FAHREN MIT DER NÄCHSTEN FRAGE FORT.

Zelt	01	Anglerausrüstung	13
Wanderausrüstung	02	Schnorchel/Tauchausrüstung	14
Bergsteigerausrüstung	03	Golfschläger	15
Wanderstiefel	04	Motorisierter Golfwagen	16
Reiseführer	05	Segelbrett	17
Photoapparat	06	Fahrrad	18
Filmkamera	07	Motorrad	19
Videokamera	08	Boot	20
Feldstecher/Teleskop	09	Kanu/Kayak	21
Abfahrtslaufschier	10	Geländewagen (All-Terrain Vehicle -(ATV))	22
Langlaufschier	11	Snowmobile	23
Schneeschuhe	12	Andere Ausrüstungen	24

(BITTE ANGEBEN):____________________

____

15-a) Nun bitte denken Sie an die Mitglieder in Ihrer Familie, davon abgesehen, ob sie mit Ihnen auf den Parkreisen waren oder nicht.

Wieviele Personen, sich selbst und Kleinkinder miteingeschlossen, haben Sie in Ihrem Haushalt? (BITTE DIE ZAHL ANGEBEN)

____

-b) Und wieviele,wenn überhaupt,sind unter sechs Jahre alt, und wieviele sind sechs bis eingeschlossen achtzehn Jahre alt? (BITTE DIE ZAHL ANGEBEN)

ZAHL UNTER SECHS JAHRE ALT ____________________

ZAHL 6 BIS EINGESCHLOSSEN 18 JAHRE ALT ____________________

-c) Ist der hauptsächliche Einkommensträger in Ihrem Haushalt unter oder über 45 Jahre alt? (BITTE EINKREISEN)

Unter 45 Jahre	1
45 Jahre oder älter	2

34-

16-a) Schließlich, um uns zu helfen, die Information zu klassifizieren, würden Sie bitte Ihr persönliches, jährliches Bruttoeinkommen eintragen, und die entsprechende Währung angeben.

Persönliches, jährliches Einkommen für 1986 ____________________

Währung ____________________

-b) Und würden Sie bitte Ihr gesamtes Bruttohaushaltseinkommen eintragen, und die entsprechende Währung angeben.

Haushaltseinkommen für 1986 ____________________

Währung ____________________

Haben Sie irgendwelche Bemerkungen, die Sie hinzufügen möchten, seien sie positiv oder negativ, über die Zeit, die Sie in den National Parken verbracht haben?

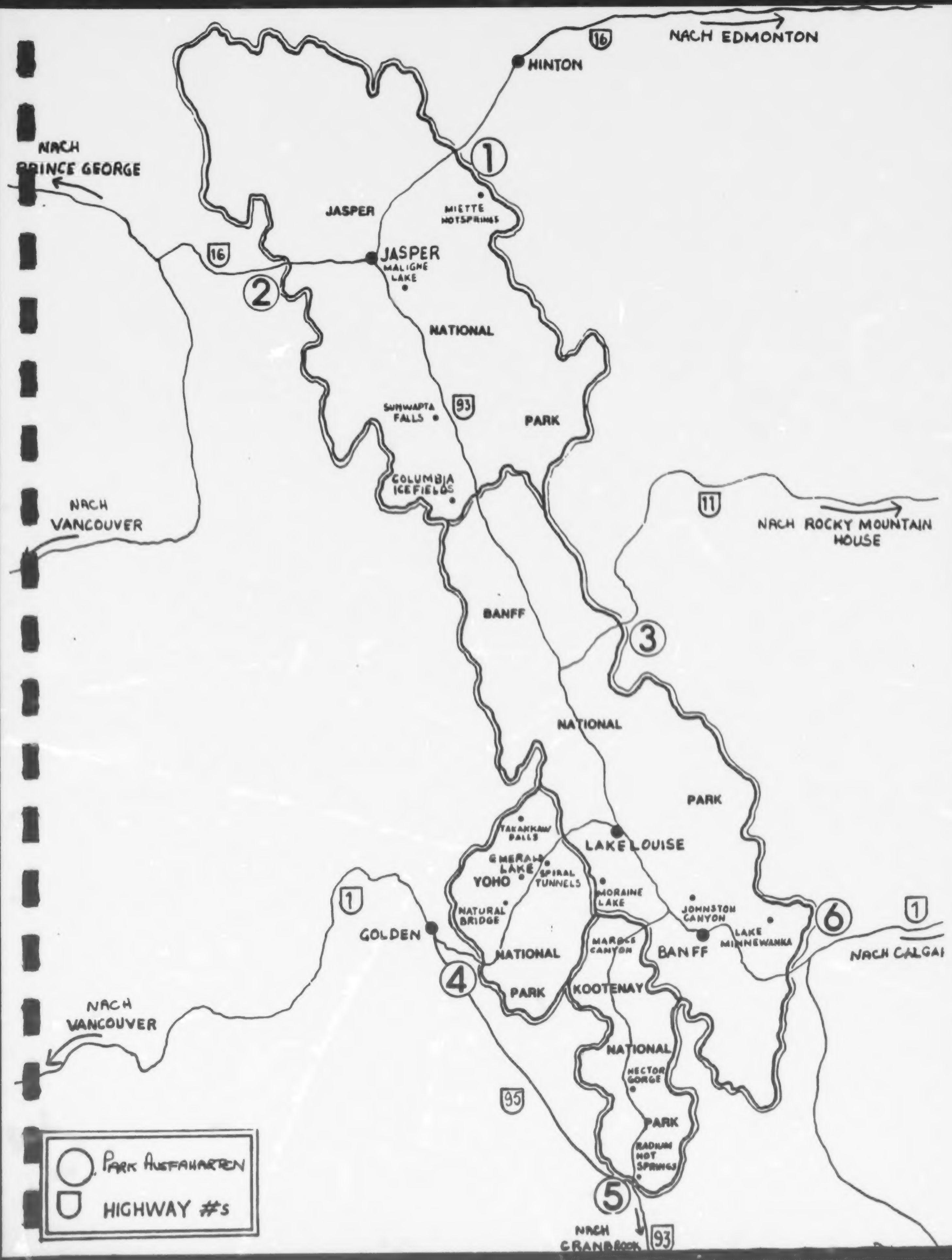
HABEN SIE RECHT HERZLICHEN DANK FÜR IHRE KOOPERATION.

BITTE STECKEN SIE DEN AUSGEFÜLLTEN FRAGEBOGEN IN DEN VORGESEHENEN BRIEFUMSCHLAG UND SCHICKEN IHN ZURÜCK ZU RUSTON/TOMANY & ASSOCIATES. DAS PORTO IST BEREITS BEZAHLT, SIE BRAUCHEN ALSO KEINE BRIEFMARKEN AUF DEN UMSCHLAG ZU KLEBEN, WENN SIE IHN INNERHALB VON KANADA ODER DEN U.S.A. VERSCHICKEN.

41/44

Ruston/Tomany & Associates
111 Elisabeth Street, 4th Floor,

Toronto,Ontario, M5G 1P7 (Canada)


NACH EDMONTON
16
HINTON
1
NACH PRINCE GEORGE
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
NACH VANCOUVER
11
NACH ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
YOHO
SPIRAL TUNNELS
MORAINE LAKE
1
NATURAL BRIDGE
JOHNSTON CANYON
6
1
GOLDEN
LAKE MINNEWANKA
MARBLE CANYON
BANFF
NATIONAL
NACH CALGAI
4
PARK
KOOTENAY
NACH VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
Park Ausfaharten
HIGHWAY #s
5
NACH CRANBROOK
93

JAPANESE LANGUAGE QUESTIONNAIRES

WINTER

ROADSIDE QUESTIONNAIRE

ラストン/トウメニ・アンド・アソシエイト社

5- 6
6-1
7-7

高速道路

WINTER ROADSIDE

皆様今日は。私は市場調査会社である ラストン/トウメニ社から参りました。当社では只今カナダ政府 アルバータ、ブリティッシュ・コロンビア各州より依頼を受け、バンフ、ジャスパー、ヨーホー、クーテネイの4つの国立公園に関する調査を行っています。つきましては 2～3分ばかり時間をさいてもらって質問に回答下さるよう お願い致します。 19/

1. この車に同乗されている人の内、何人は16才又はそれ以上、何人は16才以下ですか（下に書いて下さい。）

16才及びそれ以上 ________ 人数名 20- 21-

16才以下 ________ 人数名 22- 23-

2. この車に同乗されている16才及びそれ以上の方の内 上記4つの国立公園内に居住する又は季節的に住まわれる方がいますか。

いいえ （ ）質問3に進んで下さい。 24-
はい （ ）係員に調査用紙をお返し下さい。 25/2

3. あなたの車に乗っている16才及びそれ以上の方の内 誕生日が一番近いのはどなたでしょうか。（該当者の呼び名を下に書いて下さい。）

呼び名： ________

次からの質問には上記質問3の該当者が回答して下さい。

次からの質問の回答は殆んど選択式となっています。該当する答の横の番号に丸をつけて下さい。例えば： 私の好きな色は－

赤 1
緑 2
青 ③
黄 4

4. 添付の4つの国立公園を含む地図を参照して下さい。今回の旅行を終える前に個人的に地図に示す国立公園の境界線に再び入って来る予定がありますか 30-

いいえ。今回は国立公園に戻って来る予定はありません。 1 質問Q5に進んで下さい。

はい。今回は国立公園に戻って来る予定です。 2 係員に質問用紙をお返し下さい。

31/

5-a) あなたのお住まいはどちらですか。（市.州/県.国名を記入）

			46-
________	________	________	47-
町/市	県/州	国	48-

-b) 今回の旅行出発から一番の遠距離地はどこですか。

			49-
________	________	________	50-
町/市	県/州	国	51-

-c) この国立公園への旅が今回の旅行の主目的地ですか。

はい	1	52-
いいえ	2	53/

6. 地図を参照して今回の旅行で次の4つの国立公園内に入られたかどうかお答え下さい。（1つの公園につき1つずつ丸をして下さい。）

	全然入らない	入った	
バンフ国立公園	1	2	54-
ジャスパー国立公園	1	2	55-
ヨーホー国立公園	1	2	56-
クーテネイ国立公園	1	2	57-

7-a) 今回の旅行全体の目的をあげるとしたら次の内どれが一番当てはまると思いますか。下のQ.7-a)から1つだけ選び丸をして下さい。

-b) 今回の国立公園への旅の目的をあげるとしたら次の内どれが一番当てはまると思いますか。下のQ7-b)から1つだけ選び丸をして下さい。 58/7

	-a) 旅全体の主目的	-b) 国立公園への旅の主目的	76- 77-
仕事: 会議.集会.学会等に参加.	1	1	
その他の仕事	2	2	
個人的: 家庭の事情: 例えば友人.親戚訪問.結婚式.葬式参列等	3	3	
用事: 例-買物.銀行.医者通い等	4	4	
娯楽: バケーション	5	5	
日帰りの行楽	6	6	
別荘行き	7	7	
通りがかり		8	
その他の目的で（明記下さい）	________	________	

78/80

5-1
6-2

8. 今回の旅行全体では お宅を離れての宿泊数は何泊ですか. 13/

泊数（旅全体） ______ 泊　　泊りがけ旅行でない場合 Q.11に飛んで下さい. 14- 15- 16-

9. その内 この国立公園内にて宿泊される数は何泊でしょうか.

国立公園での宿泊数 ______ 泊　　泊りがけ旅行でない場合 Q.11に飛んで下さい. 17- 18- 19-

国立公園内で宿泊される方は 次の Q.10にお答え下さい.

10. 次に国立公園内での宿泊先についてお尋ねします. 国立公園内での宿泊先それぞれについて、その場所,種類,泊数を書いて下さい.

凡例 ‐ 宿泊先の種類

1) ホテル. モーテル. 旅館. ロッジ
2) 貸別荘. キャビン
3) 朝食付民宿
4) ユース. ホステル
5) キャンプ. トレーラーパーク
6) 遠地向キャンプ
7) 友人.親戚宅, 自分の別荘

宿泊地順	宿泊先の場所又は宿泊場所名（地名を書いて下さい）	宿泊先の種類（上記凡例を参照し該当番号に丸をして下さい）	宿泊数(各地につき)（泊数記入）
20- 第一	______	1 2 3 4 5 6 7	______
26- 第二	______	1 2 3 4 5 6 7	______
32- 第三	______	1 2 3 4 5 6 7	______
38- 第四	______	1 2 3 4 5 6 7	______
44- 第五	______	1 2 3 4 5 6 7	______
50- 第六	______	1 2 3 4 5 6 7	______
56- 第七	______	1 2 3 4 5 6 7	______
62- 第八	______	1 2 3 4 5 6 7	______

68/69

11. 今回の国立公園への旅の費用の内 公園内に入られる前に 前払いされたものがありますか.

はい　1　70-

いいえ　2　Q.15に飛んで下さい.

71/80

12-a) 国立公園入園の前に支払われた項目を示して下さい。
（-a 欄の該当番号に丸をつけて下さい。）

-b) 上記前払いされたものにつき、それは一括セット（例えば２つ以上の項目につきまとめて支払う）として払ったものか、又は個別に前払いしたものですか。（-b 欄の該当番号に丸をつけて下さい。）

-c) 個別に前払いされた費用項目につき（一括セットでなく）それぞれの金額を記入して下さい。この際金額及び支払通貨を記入下さい。
（例．フラン、ドイツマルク、円、米ドル、カナダドル等）

	-a) 前払いした費用項目	-b) 一括セット	個別	-c) 個別で前払いした費用についてのみ 金額	通貨	10- 11- 12-
宿泊設備	1	1	1	______	______	13-
食事と飲物	2	2	2	______	______	17-
娯楽、行事、観光ツアー リフトの利用代	3	3	3	______	______	21-
公園内で借りたレンタカー代金	4	4	4	______	______	25-
公園外で借りたレンタカー代金	5	5	5	______	______	29-
交通費	6	6	6	______	______	33-
上記該当なし	9	Q.15に進んで下さい。				

一括セットの一部として費用を前払いされた方は次の質問第13に回答して下さい。そうでない場合質問第14に進んで下さい。

13-a) あなたの車に同乗されている人全員の一括セット前払い金額の合計はいくらですか。金額及び通貨を記入下さい。

__________ 金額　　__________ 通貨　37-

-b) 上記前払いの内旅行全体の宿泊数は何泊ですか。又国立公園内での宿泊数は何泊ですか。　41-　44-

__________ 全体の宿泊数　　__________ 国立公園内での宿泊数

-c) 交通費が一括前払いに入っている場合、その交通機関に最初に乗られた地（出発地）を下に書いて下さい。　47-　48-　49-

__________ （最寄りの）町／市　__________ 県／州　__________ 国

14. 宿泊費を個別に（一括セットの一部としてでなく）前払いされた方は次の質問第14に答えて下さい。そうでない方は質問第15に進んで下さい。

この前払い金は合計何泊分ですか。その内何泊はこの国立公園内での宿泊にあたりますか　50-

__________ 前払い合計宿泊数　　__________ 国立公園での宿泊数　53-

56-58/

5-a) 次の費用項目1つ1つにつき、同伴の方全員で国立公園内で使われた合計金額を記入下さい。現金、クレジット・カード、旅行者小切手、小切手等により支払われた物全部を合計して下さい。ただし前の質問にある前払いの費用は含まないで下さい。

同伴者全員が使った金額はいくらですか。項目別にカナダドルで金額を入れて下さい。カナダドルでの金額を御存知ない場合は金額とその通貨を右欄に入れて下さい。

	ない場合は印をつけて下さい	カナダドル金額	その他の通貨（金額及びその通貨名記入）	59- 60-
キャンプ・トレーラーパーク場以外での宿泊費	( )	______	______	61-
キャンプ費	( )	______	______	65-
公園内でのレストラン、ホテル、バーでの飲食代	( )	______	______	69-
公園内の店で買った食料品、飲物	( )	______	______	73-
公園内のガソリン・ステーションで買ったガソリン、オイル代金及び車の維持、修理費	( )	______	______	77 5-1 6-4
シャトルバス（往復バス）、タクシーを含む公園内の交通費	( )	______	______	13
公園内で借りたレンタカー代金	( )	______	______	17
ツアー、切符代、器具借賃料を含む公園内での行楽娯楽費	( )	______	______	21
公園内での会議、集会の参加費	( )	______	______	25
入園費、免許費	( )	______	______	29
おみやげ、器具、フィルム、衣類等公園内での店での買物代金	( )	______	______	33
合計 約		______	______	37-56 57-

-b) あなたのグループの方の中でスキーリフトの定期券（シーズンパス）を使われた方がいらっしゃいますか。

はい　1.

いいえ　2. 次に進んで下さい。 16

-c) あなたのグループの中でリフトの定期券（シーズンパス）を使われた一人一人の方につきそのパスの値段及び今回の旅行でパスを利用された合計日数を下に記入下さい。

	値段	通貨	使用日数
一人目			
二人目			
三人目			
四人目			
五人目			
六人目			

16-a) 今回のバンフ、ジャスパー国立公園への旅を決定された要因（たとえば何に特にひかれたか等）がありましたら下に書いて下さい。

________________________________ 61-

________________________________ 62-

________________________________ 63-

-b) 総体的に バンフ、ジャスパー国立公園への旅を あなたは どのように評価されますか　1つだけ選んで丸をつけて下さい。 64-

最高　1
大変良い　2
良い　3
ふつう　4
又は　悪い　5

-c) バンフ又はジャスパー国立公園の設備、サービス等について希望されるもの あるいは改善を期待するものがありますか　（希望するものを下に書いて下さい）

________________________________ 65

________________________________ 66

________________________________ 67

17. 当地が1988年の冬期オリンピック会場となったという事は あなたの今回の旅行決定にあたり どんな影響を与えたでしょうか　該当する答1つだけに丸をつけて下さい。

私はオリンピック行事の準備中の観覧又は参加の為に現地に滞在していたので国立公園へ行った。　1　68-

私はオリンピック行事を見物の為当地に来たついでにこの国立公園を訪れました。　2

オリンピックについて色々見たり聞いたりした結果自分で国立公園に来てみたくなった。　3

オリンピックの為 国立公園への旅の計画を建て直した。　4

又は　オリンピックは国立公園への旅とは何ら関係ない。　5

17. あなたと含め同行の方全員の年令、性別を言って下さい。
あなたの年令、性別から書き始めて下さい。

	年令	性別		
		男	女	
あなたの:	______才	1	2	69 -
	______才	1	2	71 -
	______才	1	2	73 -
	______才	1	2	75 -
	______才	1	2	77 -
	______才	1	2	13-
	______才	1	2	15-
	______才	1	2	17-
				19/21

6-5

注：生年月日御記入の際は、グレゴリオ暦（太陽暦）を御使用下さい。

例：私は1960年に生まれました。よって1987年には 27歳になります。

19. あなたの職業は何ですか。会社名でなく職種及び会社の業種を書いて下さい。
（引退されている方はかっこに印をつけて下さい。）

________________ ________________ 22
（職種） （会社の業種）

（　） 引退している

20. あなたの名前及び郵便番号を含む完全な住所を下に書いて下さい。

回答者の名前：________________
住所 ________________
市/町：________ 県/州：________
国：________________
郵便番号：________________ 23-
電話番号：________________
局番 ________ 番号

調査に協力いただきまして大変ありがとうございました。質問用紙をお預けしますので回答終りましたら当方宛郵便で送って下さい。
住所、切手付の返送用封筒を添付していますのでお使い下さい。皆様からの回答により公園のサービス、設備改善に使わせたいと思っています。

出来ましたらカナダを発たれる前に回答を終え郵送下さい。

御協力感謝のしるしとしてアルバータのおみやげ品をきっと贈呈いたします。

INTERVIEWER:

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		

Other (SPECIFY) ______________________

RECORD:	Refused before screening	31-1
	Qualified but refused	2

13-

Location: ______________________ 14-

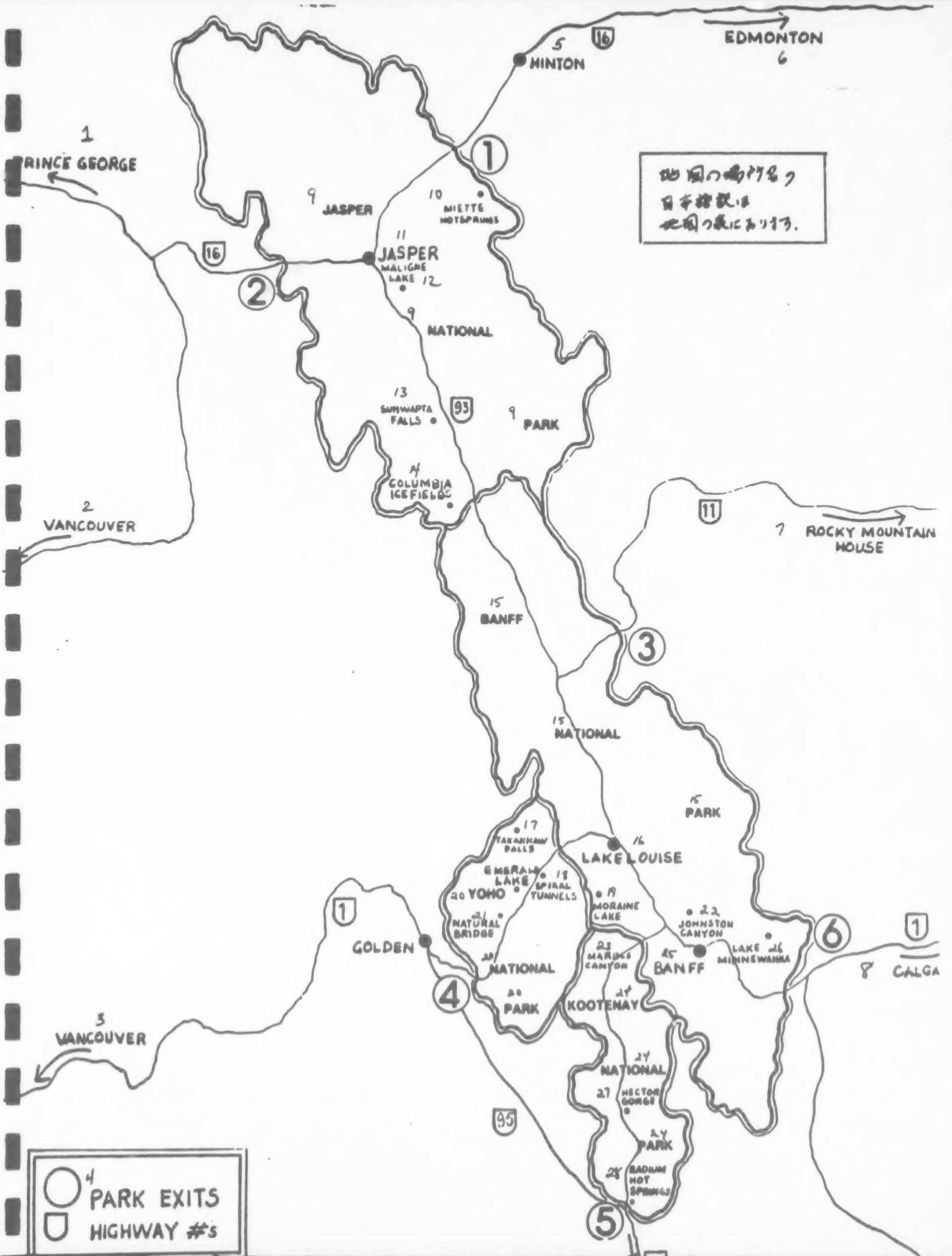
Date: ______________________ 15-

Day Month

Start: ______________ A.M. / P.M.

Finish: ______________ A.M. / P.M.

Interviewer: ______________________________


5
16
HINTON
EDMONTON
6
1
PRINCE GEORGE
①
9
JASPER
10
MIETTE HOTSPRINGS
16
11
JASPER
MALIGNE LAKE
12
②
9
NATIONAL
13
SUNWAPTA FALLS
93
9
PARK
14
COLUMBIA ICEFIELDS
2
VANCOUVER
11
7
ROCKY MOUNTAIN HOUSE
15
BANFF
③
15
NATIONAL
15
PARK
17
TAKAKKAW FALLS
16
LAKE LOUISE
EMERALD LAKE
18
SPIRAL TUNNELS
20 YOHO
19
MORAINE LAKE
1
21
NATURAL BRIDGE
22
JOHNSTON CANYON
⑥
1
GOLDEN
20
NATIONAL
23
MARBLE CANYON
25
BANFF
LAKE MINNEWANKA
26
8
CALGA
④
20
PARK
24
KOOTENAY
3
VANCOUVER
24
NATIONAL
27
HECTOR GORGE
95
24
PARK
28
RADIUM HOT SPRINGS
⑤
4
PARK EXITS
HIGHWAY #s

地図の場所名の
日本語訳は
地図の裏にあります。

1. プリンス・ジョージへ
2. バンクーバーへ
3. バンクーバーへ
4. ○ 公園出口
   □ ハイウェイ #5
5. ヒントン
6. エドモントンへ
7. ロッキー・マウンテン・ハウスへ
8. カルガリーへ
9. ジャスパー国立公園
10. ミエッテ温泉
11 ジャスパー
12. マライン湖
13 サンワプタの滝
14. アサバスカ氷河
15. バンフ国立公園
16. レーク・ルイーズ
17. タオカウの滝
18. スパイラル・トンネル
19. モレーン湖
20 ヨーホー国立公園
21 ナテュラル・ブリッジ
22 ジョンストン・キャニオン
23 マーブル・キャニオン
24. クーテネイ・国立公園
25. バンフ
26 レーク・ミネワンカ湖
27. ヘクター・ゴージ
28 ラジウム温泉

SCHEDULED BUS QUESTIONNAIRE

ラストン/トウメニ.アンド.アソシエイト社

5- 8
6-1
7-4

バス質問書
WINTER BUS

皆様今日は. 私は市場調査会社である ラストン/トウメニ社から参りました. 当社では只今 カナダ政府 アルバータ. ブリティッシュ・コロンビア各州より依頼を受け. バンフ. ジャスパー. ヨーホー. クーテネイの4つの国立公園に関する調査を行っています. つきましては 2～3分ばかり時間をさいてもらって質問に回答下さるよう お願い致します. 19/27

A あなたは今日 ______________ まで ______________ バスに来られる予定ですか. (1つだけ選んで下さい.)

はい　(　)

いいえ　(　)　係員に回答用紙を返却下さい.

1-a) 今はバス乗り換えの為に この駅に来ていらっしゃるのですか 又は 短い途中下車中の為ですか (1つだけ選んで下さい.)

いいえ　(　)　28-

はい　(　)

はいと答えられた方は 質問才1bに回答して下さい. そうでない方は 質問才2に進んで下さい.

-b) この公園での途中下車中に. このバス駅の外に出られましたか. (1つだけ選んで下さい.)　29-

はい　(　)　質問才2に進んで下さい.

いいえ　(　)　係員に回答用紙を返却下さい.

2-a) このバスに同乗されている人の内、何人は16才又はそれ以上、何人は16才未満ですか。（下に書いて下さい。）

16才及びそれ以上 ＿＿＿＿＿＿＿＿ 人数 30- 31-

16才未満 ＿＿＿＿＿＿＿＿ 人数 32- 33-

-b) このバスに同乗されている16才及びそれ以上の方の内、上記4つの国立公園内に居住する又は季節的に住まわれる方がいますか。

いいえ	(　) 質問№3に進んで下さい。	34-
はい	(　) 係員に調査用紙をお返し下さい。	35/39

3. あなたの御一行のうち16才及びそれ以上の方の内誕生日が一番近いのはどなたでしょうか。（該当者の呼び名を下に書いて下さい。）

呼び名： ＿＿＿＿＿＿＿＿＿＿

次からの質問には上記質問№3の該当者が回答して下さい。

次からの質問の回答は、ほとんど選択式となっています。該当する答の横の番号に丸をつけて下さい。例えば：　私の好きな色は－

赤い	1
緑	2
青	[✓ 3]
黄	4

4. 添付の4つの国立公園を含む地図を参照して下さい。今回の旅行を終える前に個人的に地図に示す国立公園の境界線に再び入って来られる予定がありますか 40-

いいえ、今回は国立公園に戻って来る予定はありません。	1　質問Q.5に進んで下さい。
はい、今回は国立公園に戻って来る予定です。	2　係員に質問用紙をお返し下さい。

41/45

5-a) あなたのお住まいはどちらですか。（市・州/県・国名を記入）

______	______	______	46- 47- 48-
町/市	県/州	国	

-b) 今回の旅行で家から一番の遠距離地はどこですか。

______	______	______	49- 50- 51-
町/市	県/州	国	

-c) この国立公園への旅が今回の旅行の主目的ですか。

はい	1	52-
いいえ	2	53/

6. 地図を参照して今回の旅行で次の4つの国立公園内に入られたかどうかお答え下さい。（1つの公園につき1つずつ丸をして下さい。）

	全然入っていない	入った	
バンフ国立公園	1	2	54-
ジャスパー国立公園	1	2	55-
ヨーホー国立公園	1	2	56-
クーテネイ国立公園	1	2	57-

7-a) 今回の旅行全体の目的をあげるとしたら次の内どれが一番当てはまると思いますか。下のQ.7-a)から1つだけ選び丸をして下さい。

-b) 今回の国立公園への旅の目的をあげるとしたら次の内どれが一番当てはまると思いますか。下のQ7-b)から1つだけ選び丸をして下さい。　58/

		-a) 旅全体の主目的	-b) 国立公園への旅の主目的	7 7
仕事で：	会議、集会、学会等に参加	1	1	
	その他の仕事	2	2	
個人的：	家庭の事情：例えば友人、親戚訪問、結婚式、葬式参列等	3	3	
	用事：例－買物、銀行、医者通い等	4	4	
娯楽：	バケーション	5	5	
	日帰りの行楽	6	6	
	別荘行き	7	7	
通りがかり			8	
その他の目的で（明記下さい）		______	______	

78/

5-1
6-2

8. 今回の旅行全体では お宅を離れての宿泊数は何泊ですか. 13/

泊数（旅全体） ＿＿＿＿＿＿＿＿ 泊 泊りがけ旅行でない場合 Q.11に飛んで下さい. 14- 15- 16-

9. その内 この国立公園内にて宿泊される数は何泊でしょうか.

国立公園での宿泊数 ＿＿＿＿＿＿＿＿ 泊 泊りがけ旅行でない場合 Q.11に飛んで下さい. 17- 18- 19-

国立公園内で宿泊された方は 次のQ.10にお答え下さい.

10. 次に国立公園内での宿泊先についてお尋ねします. 国立公園内での宿泊先 それぞれについて, その場所, 種類, 泊数を書いて下さい.

凡例 — 宿泊先の種類

1) ホテル、モーテル、旅館、ロッジ	5) キャンプ・トレーラーパーク
2) 貸別荘、キャビン	6) 遠地的キャンプ
3) 朝食付民宿	7) 友人・親戚宅, 自分の別荘
4) ユース・ホステル	

宿泊地順	宿泊先の名前又は宿泊場所名（地名を書いて下さい）	宿泊先の種類（上記凡例を参照し該当番号に丸をして下さい）	宿泊数（各地ごと）（泊数記入）
20- 第一	＿＿＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿＿＿
26- 第二	＿＿＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿＿＿
32- 第三	＿＿＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿＿＿
38- 第四	＿＿＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿＿＿
44- 第五	＿＿＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿＿＿
50- 第六	＿＿＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿＿＿
56- 第七	＿＿＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿＿＿
62- 第八	＿＿＿＿＿＿	1 2 3 4 5 6 7	＿＿＿＿＿＿

68/69

11. 今回の国立公園への旅の費用の内 公園内に入られる前に 前払いされたものがありますか.

はい 1 70-

いいえ 2 Q.15に飛んで下さい.

71/80

12-a) 国立公園入園の前に支払われた項目を示して下さい。
（-a 欄の該当番号に丸をつけて下さい。）

-b) 上記前払いされたものにつき、それは一括セット（例えば２つ以上の項目につきまとめて支払う）として払ったものか、又は個別に前払いしたものですか。（-b 欄の該当番号に丸をつけて下さい。）

-c) 個別に前払いされた費用項目につき（一括セットでなく）それぞれの金額を記入して下さい。この際金額及び支払通貨も記入下さい。
（例．フラン、ドイツマルク、円、米ドル、カナダドル等）

	-a)	-b)		-c) 個別で前払いした費用についてのみ		
	前払いした費用項目	一括セット	個別	金額	通貨	10- 11- 12-
宿泊設備	1	1	1	＿＿＿	＿＿＿	13-
食事と飲物	2	2	2	＿＿＿	＿＿＿	17-
娯楽、行事、観光ツアー リフトの切符代	3	3	3	＿＿＿	＿＿＿	21-
公園内で借りたレンタカー料金	4	4	4	＿＿＿	＿＿＿	25-
公園外で借りたレンタカー料金	5	5	5	＿＿＿	＿＿＿	29-
交通費	6	6	6	＿＿＿	＿＿＿	33-
上記該当なし	9　Q.15に飛んで下さい。					

一括セットの一部として費用を前払いされた方は次の質問第13に回答して下さい。そうでない場合質問第14に進んで下さい。

13-a) あなたがたと同乗されている人全員の一括セット前払い金額の合計はいくらですか。金額及び通貨を記入下さい。

＿＿＿＿＿＿＿＿ 金額　　＿＿＿＿＿＿＿＿ 通貨　37-

-b) 上記前払いの内旅行全体の宿泊数は何泊ですか。又国立公園内での宿泊数は何泊ですか。　41-

＿＿＿＿＿＿＿＿ 全体の宿泊数　　＿＿＿＿＿＿＿＿ 国立公園内での宿泊数　44-

-c) 交通費が一括前払いに入っている場合、その交通機関に最初に乗られた地（出発地）を下に書いて下さい。　47- 48- 49-

＿＿＿＿＿＿ （最寄りの）町／市　　＿＿＿＿＿＿ 県／州　　＿＿＿＿＿＿ 国

14. 宿泊費を個別に（一括セットの一部としてでなく）前払いされた方は次の質問第14に答えて下さい。そうでない方は質問第15に進んで下さい。

この前払い金は合計何泊分ですか。その内何泊はこの国立公園内での宿泊にあたりますか　50-

＿＿＿＿＿＿＿＿ 前払い合計宿泊数　　＿＿＿＿＿＿＿＿ 国立公園での宿泊数　53-

56-58

15-a) 次の費用項目1つ1つにつき、御一行の方全員で国立公園内で使われた合計金額を記入下さい。現金、クレジット・カード、旅行者小切手、小切手等により支払われた物全部を合計して下さい。ただし前の質問にある前払いの費用は含まないで下さい。

御一行全員が使った金額はいくらですか。項目別にカナダドルで金額を入れて下さい。カナダドルでの金額を御存知ない場合は金額とその通貨を空欄に入れて下さい。

	ない場合は印をして下さい	カナダドル金額	その他の通貨（金額及びその通貨名記入）	59- 60-
キャンプ・トレーラーパーク場以外での宿泊費	( )	______	______	61-
キャンプ費	( )	______	______	65-
公園内でのレストラン、ホテル、バーでの飲食代	( )	______	______	69-
公園内の店で買った食料品、飲物	( )	______	______	73-
公園内のガソリン・ステーションで買ったガソリン、油代を含む車の維持修理費	( )	______	______	77- 5-1 6-4
シャトルバス（往復バス）、タクシーを含む公園内での交通費	( )	______	______	13
公園内で借りたレンタカー代金	( )	______	______	17
ツアー、切符代、器具借賃等を含む公園内での行楽娯楽費	( )	______	______	21
公園内での会議、集会の参加費	( )	______	______	25
入園費、免許費	( )	______	______	29
おみやげ、器具、フィルム、氷類等公園内での店での買物代金	( )	______	______	33
合計約		______	______	37
				57

-b)　あなたのグループの方の中でスキーリフトの定期券（シーズン・パス）を使われた方がいらっしゃいますか。

はい　1.

いいえ　2. 次に進んで下さい。16

-c)　あなたのグループの中でリフトの定期券（シーズン・パス）を使われた一人一人の方につき、そのパスの値段及び今回の旅行でパスを利用された合計日数を下に記入下さい。

	値段	通貨	使用日数
一人目			
二人目			
三人目			
四人目			
五人目			
六人目			

16-a) 今回のバンフ、ジャスパー国立公園への旅を決定された要因（たとえば何に特にひかれたか等）があれば下に書いて下さい。

______________________________ 61-

______________________________ 62-

______________________________ 63-

-b) 総体的にバンフ、ジャスパー国立公園への旅をあなたはどのように評価されますか　1つだけ選んで丸をつけて下さい。 64-

最高 1

大変良い 2

良い 3

ふつう 4

又は 悪い 5

-c) バンフ、又はジャスパー国立公園の設備、サービス等について希望されるもの あるいは改善を期待するものがありますか。（希望するものを下に書いて下さい。）

______________________________ 65-

______________________________ 66-

______________________________ 67-

17. 当地が1988年の冬期オリンピック会場となったという事は あなたの今回の旅行決定にあたり どんな影響を与えたでしょうか。該当する答1つだけに丸をつけて下さい。

68-

私はオリンピック行事の準備手助い、観覧又は参加の為に現地に滞在していたので国立公園へ行った。 1

私はオリンピック行事を見物の為当地に来たついでにこの国立公園を訪れました。 2

オリンピックについて色々見たり聞いたりした結果自分で国立公園に来てみたくなった。 3

オリンピックの為国立公園への旅の計画を延期した。 4

又は オリンピックは国立公園への旅には何ら関係ない。 5

17.　あなたを含め同行の方全員の年令、性別を書いて下さい。
あなたの年令、性別から書き始めて下さい。

	年令	性別 男	性別 女	
あなたの:	＿＿＿＿才	1	2	69-
	＿＿＿＿才	1	2	71-
	＿＿＿＿才	1	2	73-
	＿＿＿＿	1	2	75-
	＿＿＿＿	1	2	77- 6
	＿＿＿＿才	1	2	13-
	＿＿＿＿才	1	2	15-
	＿＿＿＿才	1	2	17-

19/2.

注：生年月日御記入の際は、グレゴリオ暦（太陽暦）を御使用下さい。

例：私は1960年に生まれました。よって1987年には27歳になります。

19.　あなたの職業は何ですか。会社名でなく職種及び会社の業種を書いて下さい。
（引退されている方はかっこに印をつけて下さい。）

＿＿＿＿＿＿＿＿（職種）　＿＿＿＿＿＿＿＿（会社の業種）　22-

(　　)　引退している

20.　あなたの名前及び郵便番号を含む完全な住所を下に書いて下さい。

回答者の名前：＿＿＿＿＿＿＿＿
住所　＿＿＿＿＿＿＿＿
市/町：＿＿＿＿＿＿　県/州：＿＿＿＿
国：＿＿＿＿＿＿＿＿
郵便番号：＿＿＿＿＿＿＿＿　23-
電話番号：＿＿＿＿（局番）　＿＿＿＿（番号）

調査に協力いただきまして大変ありがとうございました。質問用紙をお預けしますので回答終りましたら当方宛郵便で送って下さい。
住所、切手付の返送用封筒を添付していますのでお使い下さい。皆様からの回答により公園のサービス、設備改善に努めたいと思っています。

出来ましたらカナダを発たれる前に回答を終え郵送下さい。

御協力感謝のしるしとしてアルバータのみやげ品をここに贈呈いたします。

RECORD:	**Refused before screening**	**31-1**
	Qualified but refused	**2**

13-

Location: ______________________ **14-**

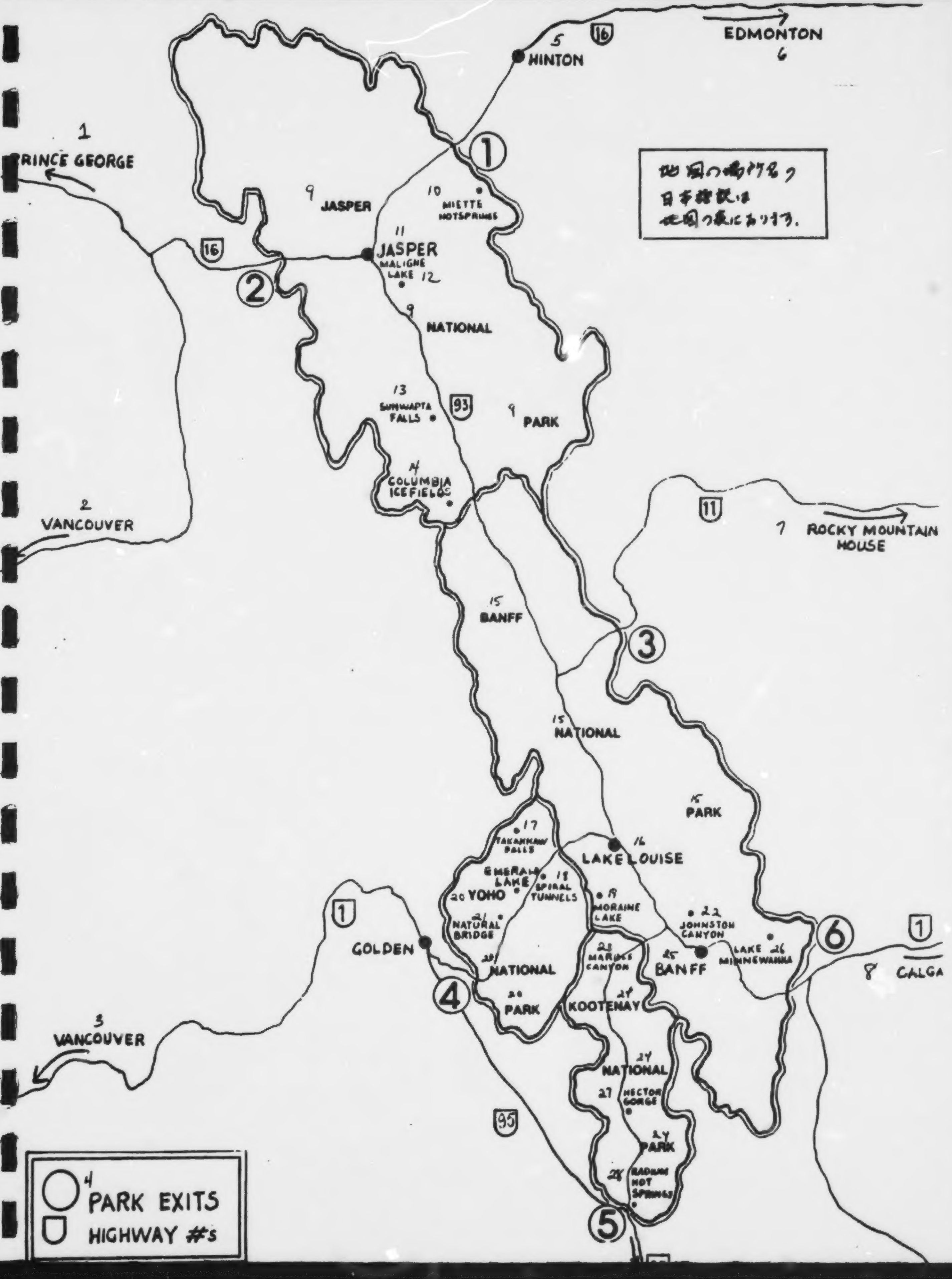
Date: ______________________ **15-**

Day **Month**

Start: ____________ **A.M.** **P.M.**

Finish: ____________ **A.M.** **P.M.**

Interviewer: ______________________________


16
5 HINTON
EDMONTON 6
1 PRINCE GEORGE
①
9 JASPER
10 MIETTE HOTSPRINGS
16
11 JASPER
MALIGNE LAKE 12
②
9 NATIONAL
13 SUNWAPTA FALLS
93
9 PARK
14 COLUMBIA ICEFIELDS
2 VANCOUVER
11
7 ROCKY MOUNTAIN HOUSE
15 BANFF
③
15 NATIONAL
15 PARK
17 TAKAKKAW FALLS
16 LAKE LOUISE
EMERALD LAKE
18 SPIRAL TUNNELS
20 YOHO
19 MORAINE LAKE
21 NATURAL BRIDGE
22 JOHNSTON CANYON
1
GOLDEN
20 NATIONAL
23 MARBLE CANYON
25 BANFF
LAKE 26 MINNEWANKA
⑥
1
8 CALGA
④
20 PARK
24 KOOTENAY
3 VANCOUVER
24 NATIONAL
27 HECTOR GORGE
95
24 PARK
28 RADIUM HOT SPRINGS
⑤
PARK EXITS
HIGHWAY #s

地図の場所名の
日本語訳は
地図の裏にあります。

1. プリンス・ジョージへ
2. バンクーバーへ
3. バンクーバーへ
4. ○ 公園出口
   □ ハイウェイ #5
5. ヒントン
6. エドモントンへ
7. ロッキー・マウンテン・ハウスへ
8. カルガリーへ
9. ジャスパー国立公園
10. ミエッテ温泉
11. ジャスパー
12. マライン湖
13. サンワプタの滝
14. アサバスカ氷河
15. バンフ国立公園
16. レーク・ルイーズ
17. タオカウの滝
18. スパイラル・トンネル
19. モレーン湖
20. ヨーホー国立公園
21. ナチュラル・ブリッジ
22. ジョンストン・キャニオン
23. マーブル・キャニオン
24. クーテネイ・国立公園
25. バンフ
26. レーク・ミネワンカ湖
27. ヘクター・ゴージ
28. ラジウム温泉

SCHEDULED TRAIN QUESTIONNAIRE

ラストン/トウメニ・アンド・アソシエイト社

5- 9
6-1
7-4

汽車質問書
WINTER TRAIN

皆様今日は。私は市場調査会社である ラストン/トウメニ社から参りました。当社では只今 カナダ政府、アルバータ、ブリティッシュ・コロンビア各州より依頼を受け、バンフ、ジャスパー、ヨーホー、クーテネイの4つの国立公園に関する調査を行っています。つきましては 2〜3分ばかり時間をさいてもらって質問に回答下さるよう お願い致します。 19/27

A あなたは今日__________まで__________汽車に乗られる予定ですか（1つだけ選んで下さい）

はい ( )

いいえ ( ) 係員に回答用紙を返却下さい。

1-a)今日は汽車乗り換えの為に この駅に来ているのですか、又は短い途中下車の為ですか（1つだけ選んで下さい）

いいえ ( ) 28-

はい ( )

はいと答えられた方は質問第1bに回答下さい。そうでない方は質問第2に進んで下さい。

-b)この公園での途中下車中に、この駅の外に出られましたか。

はい ( ) 質問第2に進んで下さい。 29-

いいえ ( ) 係員に回答用紙を返却下さい。

2-a) いっしょに旅行されている人の内、何人は16才又はそれ以上、何人は16才未満ですか。（下に書いて下さい。）

16才及びそれ以上 ______ -30- -31-
人数

16才未満 ______ -32- -33-
人数

-b) いっしょに旅行されている16才及びそれ以上の方の内、上記4つの国立公園内に居住する又は季節的に住まわれる方がいますか。

いいえ ( ) 質問3に進んで下さい。 -34-
はい ( ) 係員に調査用紙をお返し下さい。 35/39

3. あなたと同行されている16才及びそれ以上の方の内誕生日が一番近いのはどなたでしょうか。（該当者の呼び名を下に書いて下さい。）

呼び名： ______

次の3つの質問には上記質問3の該当者が回答して下さい。

次の3つの質問の回答は、ほとんど選択式となっています。該当する答の横の番号に丸をつけて下さい。例えば： 私の好きな色は ―

赤	1
緑	2
青	[✓ 3]
黄	4

4. 添付の4つの国立公園を含む地図を参照して下さい。今回の旅行を終える前に個人的に地図に示す国立公園の境界線に再び入って来られる予定がありますか 40-

いいえ、今回は国立公園に戻って来る予定はありません。 1 質問Q.5に進んで下さい。

はい、今回は国立公園に戻って来る予定です。 2 係員に質問用紙をお返し下さい。

41/45

5-a) あなたのお住まいはどちらですか。（市・州/県・国名を記入）

46-
47-
____________ ____________ ____________
町/市 県/州 国 48-

-b) 今回の旅行で家から一番の遠距離地はどこですか。

49-
50-
____________ ____________ ____________
町/市 県/州 国 51-

-c) この国立公園への旅が今回の旅行の主な目的ですか。 52-

はい 1
いいえ 2 53/

6. 地図を参照して今回の旅行で次の4つの国立公園内に入られたかどうかお答え下さい。（1つの公園につき1つづつ丸をして下さい。）

	全然入っていない	入った。	
バンフ国立公園	1	2	54-
ジャスパー国立公園	1	2	55-
ヨーホー国立公園	1	2	56-
クーテネイ国立公園	1	2	57-

7-a) 今回の旅行全体の目的をあげるとしたら次の内どれが一番当てはまると思いますか。下のQ.7-a)から1つだけ選び丸をして下さい。

-b) 今回の国立公園への旅の目的をあげるとしたら次の内どれが一番当てはまると思いますか。下のQ7-b)から1つだけ選び丸をして下さい。 58/75

		-a) 旅全体の主目的	-b) 国立公園への旅の主目的	76- 77-
仕事で：	会議、集会、学会等に参加。	1	1	
	その他の仕事	2	2	
個人的：	家庭の事情：例えば友人、親戚訪問、結婚式、葬式参列等	3	3	
	用事：例－買物、銀行、医者通い等	4	4	
娯楽：	バケーション	5	5	
	日帰りの行楽	6	6	
	別荘行き	7	7	
通りがかり			8	
その他の目的で（明記下さい）		____________	____________	

78/80

6-2

8. 今回の旅行全体では お宅を離れての宿泊数は何泊ですか 13/

泊数（旅全体） ________ 泊　　泊りがけ旅行でない場合 Q.11に飛んで下さい。 14- 15- 16-

9. その内 この国立公園内にて宿泊される数は何泊でしょうか

国立公園での宿泊数 ________ 泊　　泊りがけ旅行でない場合 Q.11に飛んで下さい。 17- 18- 19-

国立公園内で宿泊された方は 次の Q.10 にお答え下さい。

10. 次に国立公園内での宿泊先についてお尋ねします。国立公園内での宿泊先 それぞれについて、その場所、種類、泊数を書いて下さい。

凡例 － 宿泊先の種類

1) ホテル、モーテル、旅館、ロッジ	5) キャンプ・トレーラーパーク
2) 貸別荘、キャビン	6) 遠地向キャンプ
3) 朝食付民宿	7) 友人・親戚宅、自分の別荘
4) ユース・ホステル	

	宿泊地順	宿泊先の名前又は宿泊場所名（地名を書いて下さい）	宿泊先の種類（上記凡例を参照して該当番号に丸をして下さい）	宿泊数（各地ごと）（泊数記入）
20-	第一	________	1 2 3 4 5 6 7	________
26-	第二	________	1 2 3 4 5 6 7	________
32-	第三	________	1 2 3 4 5 6 7	________
38-	第四	________	1 2 3 4 5 6 7	________
44-	第五	________	1 2 3 4 5 6 7	________
50-	第六	________	1 2 3 4 5 6 7	________
56-	第七	________	1 2 3 4 5 6 7	________
62-	第八	________	1 2 3 4 5 6 7	________

68/69

もしあなたがいっしょに旅行されている御一行の旅行費用についてあまりくわしくない場合は 次から質問2～3には一番よく知っていらっしゃる方に聞いて回答して下さい。

11. 今回の国立公園への旅の費用の内 公園内に入られる前に前払いされたものがありますか。

はい　1　70-

いいえ　2　Q.15に飛んで下さい。

71/80

12-a) 国立公園入園の前に支払われた項目を示して下さい。
(-a 欄の該当番号に丸をつけて下さい。)

-b) 上記前払いされたものにつき、それは一括セット（例えば2つ以上の項目につきまとめて支払う）として払ったものか、又は個別に前払いしたものですか。(-b 欄の該当番号に丸をつけて下さい。)

-c) 個別に前払いされた費用項目につき（一括セットでなく）それぞれの金額を記入して下さい。この際 金額及び支払通貨も記入下さい。
（例、フラン、ドイツマルク、円、米ドル、カナダドル等）

	-a)	-b)		-c) 個別で前払いした費用についてのみ		
	前払いした費用項目	一括セット	個別	金額	通貨	10- 11- 12-
宿泊設備	1	1	1	____	____	13-
食事と飲物	2	2	2	____	____	17-
娯楽、行事、観光ツアー、リフトの料金	3	3	3	____	____	21-
公園内で借りたレンタカー料金	4	4	4	____	____	25-
公園外で借りたレンタカー料金	5	5	5	____	____	29-
交通費	6	6	6	____	____	33-
上記該当なし	9 Q.15に飛んで下さい。					

一括セットの一部として費用を前払いされた方は次の質問第13に回答して下さい。そうでない場合質問第14に進んで下さい。

13-a) あなたと同行されている人全員の一括セット前払い金額の合計はいくらですか。金額及び通貨を記入下さい。

____________ 金額　　____________ 通貨　37-

-b) 上記前払いの内旅行全体の宿泊数は何泊ですか。又国立公園内での宿泊数は何泊ですか。　41-　44-

____________ 全体の宿泊数　　____________ 国立公園内での宿泊数

-c) 交通費が一括前払いに入っている場合、その交通機関に最初に乗られた地（出発地）を下に書いて下さい。　47=　48-　49-

____________ （最寄りの）町/市　____________ 県/州　____________ 国

14. 宿泊費を個別に（一括セットの一部としてでなく）前払いされた方は次の質問第14に答えて下さい。そうでない方は質問第15に進んで下さい。

この前払い金は合計何泊分ですか。その内何泊はこの国立公園内での宿泊にあたりますか　50-　53-

____________ 前払い合計宿泊数　　____________ 国立公園での宿泊数

56-58/

15-a) 次の費用項目1つ1つにつき、御一行の方全員で国立公園内で使われた合計金額を記入下さい。現金、クレジット・カード、旅行者小切手、小切手等により支払われた物全部を合計して下さい。ただし前の質問にある前払いの費用は含まないで下さい。

御一行全員が使った金額はいくらですか。項目別にカナダドルで金額を入れて下さい。カナダドルでの金額を御存知ない場合は金額とその通貨を空欄に入れて下さい。

	ない場合は印をして下さい	カナダドル金額	その他の通貨（金額及びその通貨名記入）	59- 60-
キャンプ・トレーラーパーク場以外での宿泊費	(　)	______	______	61-
キャンプ費	(　)	______	______	65-
公園内でのレストラン、ホテル、バーでの飲食代	(　)	______	______	69-
公園内の店で買った食料品、飲物	(　)	______	______	73-
公園内のガソリン・スタンドで買ったガソリン、油代及び車の維持修理費	(　)	______	______	77- 5-1 6-4
シャトルバス（往復バス）、タクシーを含む公園内での交通費	(　)	______	______	13-
公園内で借りたレンタカー代金	(　)	______	______	17-
ツアー、切符代、器具借賃等を含む公園内での行楽娯楽費	(　)	______	______	21-
公園内での会議、集会の参加費	(　)	______	______	25-
入園費，免許費	(　)	______	______	29-
おみやげ、器具、フィルム、衣類等公園内での店での買物代金	(　)	______	______	33-
合計約		______	______	37-56
				57-

-b) あなたのグループの方の中でスキーリフトの定期券（シーズン・パス）を使われた方がいらっしゃいますか。

はい　1.

いいえ　2. 次に進んで下さい。16

-c) あなたのグループの中でリフトの定期券（シーズン・パス）を使われた一人、一人の方につき、そのパスの値段及び今回の旅行でパスを利用された合計日数を下に記入下さい。

	値段	通貨	使用日数
一人目			
二人目			
三人目			
四人目			
五人目			
六人目			

16-a) 今回のバンフ、ジャスパー国立公園への旅を決定された要因（たとえば何に特にひかれたか等）がありましたら下に書いて下さい。

____________________ 61-

____________________ 62-

____________________ 63-

-b) 総体的にバンフ、ジャスパー国立公園への旅をあなたはどのように評価されますか　1つだけ選んで丸をつけて下さい。 64-

最高 1
大変良い 2
良い 3
ふつう 4
又は 悪い 5

-c) バンフ、又はジャスパー国立公園の設備、サービス等について希望[illegible]もの あるいは改善を期待するものがありますか（希望するものを下に書いて下[illegible]）

____________________ 65-

____________________ 66-

____________________ 67-

17. 当地が1988年の冬期オリンピック会場となったという事は あなたの今回の旅行決定にあたり どんな影響を与えたでしょうか 該当する答1つだけに丸をつけて下さい。

68-

私はオリンピック行事の準備手助い、報道又は参加の為に現地に滞在していたので国立公園へ行った。 1

私はオリンピック行事を見物の為当地に来たついでにこの国立公園を訪れました。 2

オリンピックについて色々見たり聞いたりした結果自分で国立公園に来てみたくなった。 3

オリンピックの為国立公園への旅の計画を立て直した。 4

又は オリンピックは国立公園への旅とは何ら関係ない。 5

17. あなたも含め同行の方全員の年令、性別を書いて下さい。
あなたの年令、性別から書き始めて下さい。

	年令	性別 男	性別 女	
あなたの：	＿＿＿才	1	2	69 -
	＿＿＿才	1	2	71 -
	＿＿＿才	1	2	73 -
	＿＿＿才	1	2	75 -
	＿＿＿才	1	2	77 - 6-5
	＿＿＿才	1	2	13-
	＿＿＿才	1	2	15-
	＿＿＿才	1	2	17-
				19/21

注：生年月日御記入の際は、グレゴリオ暦（太陽暦）を御使用下さい。

例：私は1960年に生まれました。よって1987年には27歳になります。

19. あなたの職業は何ですか。会社名でなく職種及び会社の業種を書いて下さい。
（引退されている方はかっこに印をつけて下さい。）

＿＿＿＿＿＿＿＿（職種）　＿＿＿＿＿＿＿＿（会社の業種）　22 -

（　）　引退している

20. あなたの名前及び郵便番号を含む完全な住所を下に書いて下さい。

回答者の名前：＿＿＿＿＿＿＿＿
住所＿＿＿＿＿＿＿＿
市/町：＿＿＿＿　県/州：＿＿＿＿
国：＿＿＿＿＿＿＿＿
郵便番号：＿＿＿＿＿＿＿＿　23-
電話番号：＿＿＿＿＿＿＿＿
＿＿＿＿局番　＿＿＿＿番号

調査に御協力いただきまして大変ありがとうございました。質問用紙をお預けしますので回答終りましたら当方宛郵便で送って下さい。
住所、切手付の返送用封筒を添付していますのでお使い下さい。貴方からの回答により公園のサービス、設備改善に使われたいと思っています。

出来ましたらカナダを発たれる前に回答を終え郵送下さい。

御協力感謝のしるしとしてアルバータのおみやげ品をご贈呈いたします。

RECORD:	Refused before screening	31-1
	Qualified but refused	2

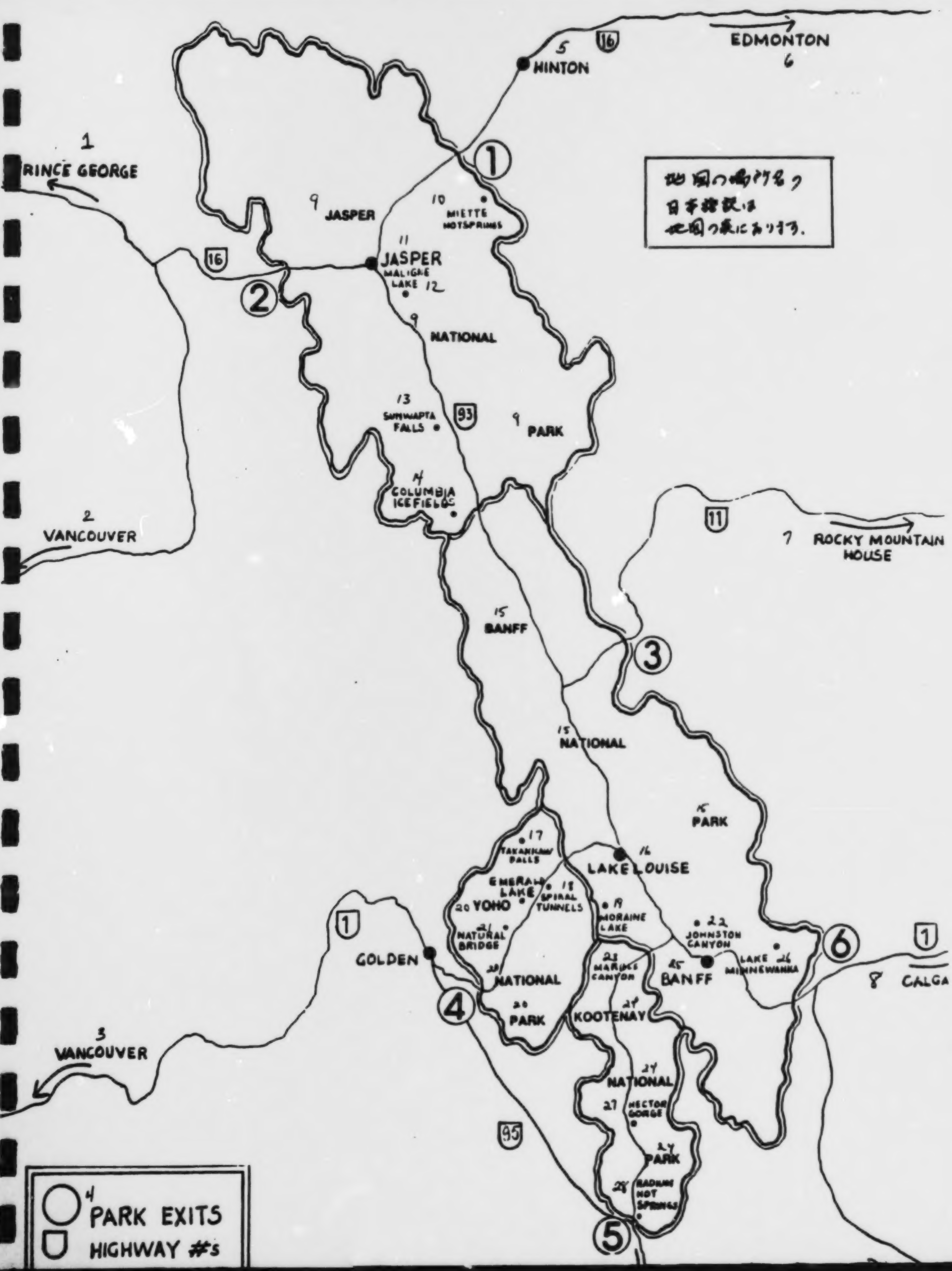
13-

Location:________________________________ 14-

Date: ________________________________ 15-
Day Month

A.M.
Start: __________________P.M.
A.M.
Finish:__________________P.M.

Interviewer:____


5 HINTON
16
EDMONTON 6
1 PRINCE GEORGE
①
9 JASPER
10 MIETTE HOTSPRINGS
11 JASPER
16
②
MALIGNE LAKE 12
9 NATIONAL
13 SUNWAPTA FALLS
93
9 PARK
14 COLUMBIA ICEFIELDS
2 VANCOUVER
11
7 ROCKY MOUNTAIN HOUSE
15 BANFF
③
15 NATIONAL
15 PARK
17 TAKAKKAW FALLS
16 LAKE LOUISE
EMERALD LAKE
18 SPIRAL TUNNELS
20 YOHO
19 MORAINE LAKE
21 NATURAL BRIDGE
22 JOHNSTON CANYON
1
GOLDEN
20 NATIONAL
23 MARBLE CANYON
25 BANFF
26 LAKE MINNEWANKA
⑥
1
8 CALGA
④
20 PARK
KOOTENAY 24
3 VANCOUVER
24 NATIONAL
27 HECTOR GORGE
95
24 PARK
28 RADIUM HOT SPRINGS
⑤
4 PARK EXITS
HIGHWAY #s

地図の場所名の
日本語訳は
地図の裏にあります。

CHARTERED MOTORCOACH QUESTIONNAIRE

国立公園訪問者調査

ツアー・ガイドの皆様へ：

市場調査会社であるラストン／トウメニ・アンド・アソシエイト社はカナダ連邦政府、アルバータ，ブリティッシュ・コロンビア各州政府からの依頼により現在調査を行っています。本調査から得た情報は国立公園の将来への計画を建てる為又世界各国よりの訪問者を引きつけるような設備を整える為の手助けとなるものです。

本調査の一環として貸切りバスのツアーによる訪問者よりの情報を得たいと考えています。貸切りバスのツアーによる訪問者よりの情報はとりわけ貴重なもので、バスの乗客の意見を是非お聞きしたいと願っています。その目的の為公園を出発するバスに乗り込まれる乗客一部にその当日自己回答の質問用紙を出渡しております。あなたのツアーの乗客もラストン／トウメニ社の調査員より乗車の際、用紙を手渡され質問に回答の上返送方依頼されているかもしれません。返送用の郵便代支払済の封筒が添付されています。係員が用紙を配付する際にはツアーグループの乗車をさまたげたり、バスの出発を遅らせるような事はありません。

本件につき皆様よりの御協力たいへん感謝致します。出来ましたら乗客が質問書を受けとった同日中に回答を終え返送するよう勧めていただけましたら幸いです。

御協力前もって感謝致します。

敬具

社長
デニス・トウメニ

111 Elizabeth Street
Toronto, Ontario M5G 1P7
416/977-1533

Ruston/Tomany & Associates Ltd.

訪問者の皆様へ：

市場調査会社であるラストン／トウメニ・アンド・アソシエイト社は カナダ連邦政府・アルバータ・ブリティッシュ・コロンビア各州政府よりの依頼により バンフ・ジャスパー・ヨーホー・クーテネイの４つの国立公園に関しての調査を行っています。本調査から得た情報は国立公園の将来への計画をたてるのに役立つものです。

つきましては少々の時間をさいて ２部にわたる質問書に回答の上 添付の返送用郵便代支払済の封筒を使ってご返送下さるようお願い致します。

あなたの御一行の内 __１人の方だけ__が回答して下さい。（御一行とはあなたといっしょに旅行されている御一行で バスの乗客全員をさしているわけではありません。）
貸切りバス質問書（長い紙）の質問第１と第２を先ず読んで あなたの御一行の内 どなたが質問書に回答すべきかを決めて下さい。

質問の一部は国立公園内での経費についてですので 回答はバスが公園内最後の停車を終えた後に行って下さい。

__回答終りましたら本日中に郵送下さい。__ — ホテルに到着の際 あるいは本日飛行機で発たれる方は飛行場より郵送下さい。郵便代支払済ですので カナダ・アメリカ内よりの郵送には切手は必要ありません。

最後に皆様が国立公園への旅を大いに楽しんで下さった事といのりますと共に御協力感謝致します。

敬具

社長
　デニス・トウメニ

ラストン/トウメニ・アンド・アソシエイト社

5- (
6-1
7-4

貸切りバス質問書
WINTER CHARTER

皆様今日は。私は市場調査会社である ラストン/トウメニ社から参りました。当社では只今カナダ政府、アルバータ、ブリティッシュ・コロンビア各州より依頼を受け、バンフ、ジャスパー、ヨーホー、クーテネイの4つの国立公園に関する調査を行っています。つきましては 2～3分ばかり時間をさいてもらって質問に回答下さる様 お願い致します。 19/

1. あなたと旅を共にされている人の内、何人は16才又はそれ以上、何人は16才未満ですか。バスに乗っている人全員でなく あなたの一行の方々だけを数えて下さい。(下に答を入れる)

20-
16才及びそれ以上 ________________ 人数 21-

22-
16才未満 ________________ 人数 23-

2. あなたの車に乗っている16才及びそれ以上の方の内 誕生日が一番近いのはどなたでしょうか。(該当者の呼び名を下に書いて下さい。)

呼び名： ____________________

次からの質問には上記質問2の該当者が回答して下さい。

次からの質問の回答は、殆んど選択式となっています。該当する答の横の数字に丸をつけて下さい。例えば： 私の好きな色は ―

赤 1
緑 2
青 ③
黄 4

24/45

3. あなたのお住まいはどちらですか。(市.州/県.国名を記入)

46-
47-
48-

町/市　　県/州　　国

4. 今回の旅行で家から一番の遠距離地はどこですか.

49-
50-
51-

町/市　　県/州　　国

5. この国立公園への旅が今回の旅行の主目的ですか. 52-

はい	1	53/
いいえ	2	

6. 地図を参照して今回の旅行で次の4つの国立公園内に入られたかどうかお答え下さい。(1つの公園につき1つずつ丸をして下さい。)

	全然入ってない	入った	
バンフ国立公園	1	2	54-
ジャスパー国立公園	1	2	55-
ヨーホー国立公園	1	2	56-
クーテネイ国立公園	1	2	57-

58/1

7.　今回の旅行全体では お宅を離れての宿泊数は何泊ですか。　6-2

泊数（旅行全体） ________ 泊　13/ 14- 15- 16-

8.　その内この国立公園内にて宿泊される数は何泊でしょうか。

国立公園内での宿泊数 ________ 泊　17- 18- 19-

9.　次に国立公園内での宿泊先についてお尋ねします。国立公園内での宿泊先それぞれについて、その場所、種類、泊数を書いて下さい。

凡例 ― 宿泊先の種類	
1）ホテル、モーテル、旅館、ロッジ	5）キャンプ・トレーラーパーク
2）貸別荘、キャビン	6）遠地何キャンプ
3）朝食付民宿	7）友人・親戚宅、留守の別荘
4）ユース・ホステル	

宿泊地順	宿泊先の名前又は 宿泊場所名（地名を書いて下さい）	宿泊先の種類（上記凡例を参照して該当番号に丸をして下さい）	宿泊数（各地ごと）（泊数記入）
20- 第一	________	1 2 3 4 5 6 7	________
26- 第二	________	1 2 3 4 5 6 7	________
32- 第三	________	1 2 3 4 5 6 7	________
38- 第四	________	1 2 3 4 5 6 7	________
44- 第五	________	1 2 3 4 5 6 7	________
50- 第六	________	1 2 3 4 5 6 7	________
56- 第七	________	1 2 3 4 5 6 7	________
62- 第八	________	1 2 3 4 5 6 7	________

68/c

もしあなたがいっしょに旅行されている御一行の旅行費用についてあまりよく分からない場合は、次からの質問2～3には一番よく知っていらっしゃる方に聞いて回答して下さい。

10.　今回の国立公園への旅の費用の内 公園内に入られる前に前払いされたものがありますか。

はい　1　70-

いいえ　2　Q.14に飛んで下さい。

5-4
6-3

11-a) 国立公園入園の前に支払われた項目を示して下さい。
（-a 欄の該当番号に丸をつけて下さい。）

-b) 上記前払いされたものにつき、それは一括セット（例えば2つ以上の項目につきまとめて支払う）として払ったものか、又は個別に前払いしたものですか。（-b 欄の該当番号に丸をつけて下さい。）

-c) 個別に前払いされた費用項目につき（一括セットでなく）それぞれの金額を記入して下さい。この際金額及び支払通貨も記入下さい。
（例. フラン、ドイツマルク、円、米ドル、カナダドル等）

	-a)	-b)		-c) 個別で前払いした費用についてのみ		10- 11- 12-
	前払いした費用項目	一括セット	個別	金額	通貨	
宿泊設備	1	1	1	____	____	13-
食事と飲物	2	2	2	____	____	17-
娯楽、行事、観光ツアー、リフトの利用代	3	3	3	____	____	21-
公園内で借りたレンタカー料金	4	4	4	____	____	25-
公園外で借りたレンタカー料金	5	5	5	____	____	29-
交通費	6	6	6	____	____	33-
上記該当なし	9 Q.14に飛んで下さい。					

一括セットの一部として費用を前払いされた方は次の質問才12に回答して下さい。そうでない場合質問才13に進んで下さい。

12-a) あなたと同行されている人全員の一括セット前払い金額の合計はいくらですか。金額及び通貨を記入下さい。

____ 金額 ____ 通貨 37-

-b) 上記前払いの内旅行全体の宿泊数は何泊ですか。又国立公園内での宿泊数は何泊ですか。 41-

____ 全体の宿泊数 ____ 国立公園内での宿泊数 44-

-c) 交通費が一括前払いに入っている場合、その交通機関に最初に乗られた地（出発地）を下に書いて下さい。 47- 48- 49-

____ （最寄りの）町/市 ____ 県/州 ____ 国

13. 宿泊費を個別に（一括セットの一部としてでなく）前払いされた方は次の質問才13に答えて下さい。そうでない方は質問才14に進んで下さい。

この前払い金は合計何泊分ですか。その内何泊はこの国立公園内での宿泊にあたりますか 50-

____ 前払い合計宿泊数 ____ 国立公園での宿泊数 53-

14. 次の費用項目1つ1つにつき、同行の方全員で国立公園内で使われた合計金額を記入下さい。現金、クレジット・カード、旅行者小切手、小切手帳により支払われた物全部を合計して下さい。ただし前の質問にある前払いの費用は含まないで下さい。

同行者全員が使った金額はいくらですか。項目別にカナダドルで金額を入れて下さい。カナダドルでの金額を御存知ない場合は金額とその通貨を右欄に入れて下さい。

	ない場合は印をして下さい	カナダドル金額	その他の通貨（金額及びその通貨名記入）	5 6
キャンプ・トレーラーパーク場以外での宿泊費	(　)	______	______	6
キャンプ費	(　)	______	______	6
公園内でのレストラン、ホテル、バーでの飲食代	(　)	______	______	6
公園内の店で買った食料品、飲物	(　)	______	______	7
公園内のガソリン・ステーションで買ったガソリン、油代及び車の部品、修理費	(　)	______	______	7 5- 6-
シャトルバス（往復バス）、タクシーを含む公園内での交通費	(　)	______	______	1
公園内で借りたレンタカー代金	(　)	______	______	1
ツアー、切符代、器具借賃料を含む公園内での行楽・娯楽費	(　)	______	______	21
公園内での会議、集会の参加費	(　)	______	______	25
入園費、免許費	(　)	______	______	29
おみやげ、器具、フィルム、氷燃料公園内での店での買物代金	(　)	______	______	33
合計約		______	______	37 57

-b) あなたのグループの方の中でスキーリフトの定期券（シーズン・パス）を使われた方がいらっしゃいますか。

はい 1.

いいえ 2. 次に進んで下さい。 15

-c) あなたのグループの中でリフトの定期券（シーズン・パス）を使われた一人、一人の方につき、そのパスの値段及び今回の旅行でパスを利用された合計日数を下に記入下さい。

	値段	通貨	使用日数
一人目			
二人目			
三人目			
四人目			
五人目			
六人目			

15-a) 今回のバンフ、ジャスパー国立公園への旅を決定された要因（またば何に特にひかれたか等）がありましたら下に書いて下さい。

____ 61-

____ 62-

____ 63-

-b) 総体的にバンフ、ジャスパー国立公園への旅をあなたはどのように評価されますか。1つだけ選んで丸をつけて下さい。 64-

最高 1

大変良い 2

良い 3

ふつう 4

または 悪い 5

-c) バンフ、又はジャスパー国立公園の設備、サービス等について希望されるものあるいは改善を期待するものがありますか。（希望するものを下に書いて下さい。）

____ 65-

____ 66-

____ 67-

16. 当地が1988年の冬期オリンピック会場となったという事はあなたの今回の旅行決定にあたりどんな影響を与えたでしょうか。最も適する答1つだけに丸をつけて下さい。

68-

私はオリンピック行事の準備予行、観覧又は参加の為に現地に滞在していたので国立公園へ行った。 1.

私はオリンピック行事を見物の為当地に来たついでにこの国立公園を訪れました。 2.

オリンピックについて色々見たり聞いたりした結果自分で国立公園に来てみたくなった。 3.

オリンピックの為国立公園への旅の計画を延ばした。 4.

または オリンピックは国立公園への旅には何ら関係ない 5.

17. あなたを含め同行の方全員の年令、性別を書いて下さい。
あなたの年令、性別から書き始めて下さい。

	年令	性別 男	性別 女	
あなたの：	______ 才	1	2	69-
	______ 才	1	2	71-
	______ 才	1	2	73-
	______ 才	1	2	75-
	______ 才	1	2	77- 6
	______ 才	1	2	13-
	______ 才	1	2	15-
	______ 才	1	2	17-
				19/

注：生年月日御記入の際は、グレゴリオ暦（太陽暦）を御使用下さい。

例：私は1960年に生まれました。よって1987年には 27歳になります。

18. あなたの職業は何ですか。会社名でなく職種及び会社の業種を書いて下さい。
（引退されている方は かっこに印をつけて下さい。）

______________ （職種）　______________ （会社の業種） 22-

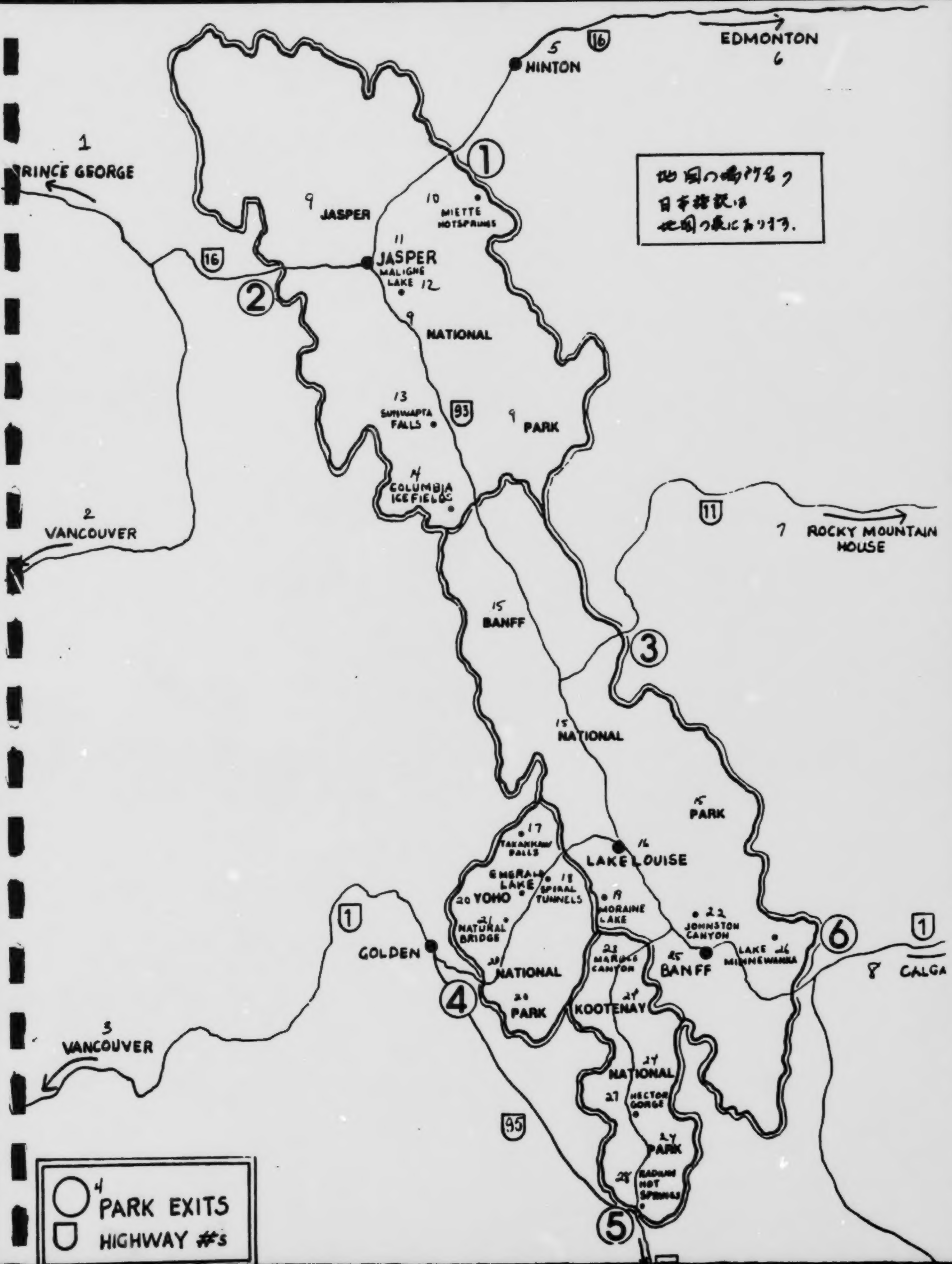
(　) 引退している

19. あなたの名前及び郵便番号を含む完全な住所を下に書いて下さい。

回答者の名前：______________
住所 ______________
市/町：______________ 県/州：______________
国：______________
郵便番号：______________ 23-
電話番号：
______________ 局番　______________ 番号

この質問書に回答いただきまことにありがとうございました。では次にあなたが公園内でなさった事及び公園、その設備についてのあなたの御意見に関する第2の質問書に回答して下さい。質問書両方とも終りましたら添付の封筒に入れて下さい。

回答用紙は本日中に郵送下さい ――― ホテル到着の際あるいは本日旅行後で疲れる方は旅行後より郵送下さい。郵便代支払済ですので、カナダ、アメリカ内よりの郵送には切手は必要ありません。


5
16
HINTON
EDMONTON
6
1
PRINCE GEORGE
①
9
JASPER
10
MIETTE
HOTSPRINGS
11
JASPER
MALIGNE
LAKE 12
16
②
9
NATIONAL
13
SUNWAPTA
FALLS
93
9
PARK
14
COLUMBIA
ICEFIELD
2
VANCOUVER
11
7
ROCKY MOUNTAIN
HOUSE
15
BANFF
③
15
NATIONAL
15
PARK
17
TAKAKKAW
FALLS
16
LAKE LOUISE
EMERALD
LAKE
18
SPIRAL
TUNNELS
19
MORAINE
LAKE
20 YOHO
21
NATURAL
BRIDGE
22
JOHNSTON
CANYON
1
GOLDEN
23
MARBLE
CANYON
25
BANFF
LAKE
MINNEWANKA
26
⑥
1
8
CALGA
20
NATIONAL
④
20
PARK
24
KOOTENAY
3
VANCOUVER
24
NATIONAL
27
HECTOR
GORGE
95
24
PARK
28
RADIUM
HOT
SPRINGS
⑤
4
PARK EXITS
HIGHWAY #'s

地図の場所名の
日本語訳は
地図の裏にあります.

1. プリンス・ジョージへ
2. バンクーバーへ
3. バンクーバーへ
4. ○ 公園出口
□ ハイウェイ #5
5. ヒントン
6. エドモントンへ
7. ロッキー・マウンテン・ハウスへ
8. カルガリーへ
9. ジャスパー国立公園
10. ミエッテ温泉
11 ジャスパー
12. マライン湖
13 サンワプタの滝
14. アサバスカ氷河
15. バンフ国立公園
16. レーク・ルイーズ
17. タオオワの滝
18. スパイラル・トンネル
19. モレーン湖
20 ヨーホー国立公園
21 ナテュラル・ブリッジ
22 ジョンストン・キャニオン
23 マーブル・キャニオン
24. クーテネイ・国立公園
25. バンフ
26 レーク・ミネワンカ湖
27. ヘクター・ゴージ
28 ラジウム温泉

SKI HILL QUESTIONNAIRE

(DUSK STRATUM)

ラストン/トウメニ．アンド．アソシエイト社

SKIER
高速道路

5-7
6-1
7-4

皆様今日は。私は市場調査会社であるラストン/トウメニ社から参りました。当社では只今カナダ政府、アルバータ、ブリティッシュ・コロンビア各州より依頼を受け、バンフ、ジャスパー、ヨーホー、クーテネイの4つの国立公園に関する調査を行っています。つきましては2～3分ばかり時間をさいてもらって質問に回答下さるようお願い致します。 19/

1. この車に同乗されている人の内、何人は16才又はそれ以上、何人は16才以下ですか。（下に書いて下さい。）

16才及びそれ以上 ________ 20- 21-
人数名

16才以下 ________ 22- 23-
人数名

2. この車に同乗されている16才及びそれ以上の方の内、上記4つの国立公園内に居住する又は季節的に住まわれる方がいますか。

いいえ （　）質問3に進んで下さい。 24-
はい （　）係員に調査用紙をお返し下さい。 25/29

3. あなたの車に乗っている16才及びそれ以上の方の内誕生日が一番近いのはどなたでしょうか。（該当者の呼び名を下に書いて下さい。）

呼び名：________

次からの質問には上記質問3の該当者が回答して下さい。

次からの質問の回答は殆んど選択式となっています。該当する答の横の番号に丸をつけて下さい。例えば：　私の好きな色は－

赤	1
緑	2
青	③
黄	4

4. 添付の4つの国立公園を含む地図を参照して下さい。今回の旅行を終える前に個人的に地図に示す国立公園の境界線に再び入って来られる予定がありますか 30-

いいえ。今回は国立公園に戻って来る予定はありません。 1 質問Q.5に進んで下さい。

はい。今回は国立公園に戻って来る予定です。 2 係員に質問用紙をお返し下さい。

31/

A.　あなたは今日この国立公園をたちさりますか.

はい　( )続けて下さい.

いいえ　( )係員に用紙を返却下さい.

B.　どの公園出口を通って公園外に出られますか.

ハイウェイ1号線のバンフ公園東口（イーストゲート）.

ハイウェイ16号線のジャスパー公園東口（イーストゲート）.

( )
続けて下さい.
( )

その他の出口.　( )係員に用紙を返却下さい.

C.　何時頃上記の出口を通られますか.
(下に時間を記入下さい.)

________時　午前 午後

5-a) あなたのお住まいはどちらですか。（市・州/県・国名を記入）

______	______	______	46- 47-
町/市	県/州	国	48-

-b) 今回の旅行で家から一番の遠距離地はどこですか。

______	______	______	49- 50-
町/市	県/州	国	51-

-c) この国立公園への旅が今回の旅行の主目的地ですか。

はい	1	52-
いいえ	2	53/

6. 地図を参照して今回の旅行で次の4つの国立公園内に入られたかどうかお答え下さい。（1つの公園につき1つずつ丸をして下さい。）

	全然入っていない	入った	
バンフ国立公園	1	2	54-
ジャスパー国立公園	1	2	55-
ヨーホー国立公園	1	2	56-
クーテネイ国立公園	1	2	57-

7-a) 今回の旅行全体の目的をあげるとしたら次の内どれが一番当てはまると思いますか。下のQ.7-a)から1つだけ選び丸をして下さい。

-b) 今回の国立公園への旅の目的をあげるとしたら次の内どれが一番当てはまると思いますか。下のQ7-b)から1つだけ選び丸をして下さい。 58/75

		-a) 旅全体の主目的	-b) 国立公園への旅の主目的	76- 77-
仕事で:	会議、集会、学会等に参加	1	1	
	その他の仕事	2	2	
個人的:	家庭の事情: 例えば友人、親戚訪問、結婚式、葬式参列等	3	3	
	用事: 例－買物、銀行、医者通い等	4	4	
娯楽:	バケーション	5	5	
	日帰りの行楽	6	6	
	別荘行き	7	7	
通りがかり			8	
その他の目的で（明記下さい）		______	______	

78/80

5-1
6-2

8. 今回の旅行全体では お宅を離れての宿泊数は何泊ですか。 13/

泊数（旅全体） ＿＿＿＿＿＿ 泊　　泊りがけ旅行でない場合 Q.11に飛んで下さい。 14- 15- 16-

9. その内 この国立公園内にて宿泊される数は何泊でしょうか。

国立公園での宿泊数 ＿＿＿＿＿＿ 泊　　泊りがけ旅行でない場合 Q.11に飛んで下さい。 17- 18- 19-

国立公園内で宿泊された方は 次の Q.10 にお答え下さい。

10. 次に国立公園内での宿泊先についてお尋ねします。国立公園内での宿泊先それぞれについて、その場所、種類、泊数を書いて下さい。

凡例 － 宿泊先の種類

1) ホテル、モーテル、旅館、ロッジ
2) 貸別荘、キャビン
3) 朝食付民宿
4) ユース・ホステル
5) キャンプ・トレーラーパーク
6) 遠地向キャンプ
7) 友人・親戚宅、自分の別荘

	宿泊地順	宿泊先の所在地 宿泊場所名（地名を書いて下さい）	宿泊先の種類（上記凡例を参照し該当番号に丸をして下さい）	宿泊数（各地ごと）（泊数記入）
20-	第一	＿＿＿＿	1　2　3　4　5　6　7	＿＿＿＿
26-	第二	＿＿＿＿	1　2　3　4　5　6　7	＿＿＿＿
32-	第三	＿＿＿＿	1　2　3　4　5　6　7	＿＿＿＿
38-	第四	＿＿＿＿	1　2　3　4　5　6　7	＿＿＿＿
44-	第五	＿＿＿＿	1　2　3　4　5　6　7	＿＿＿＿
50-	第六	＿＿＿＿	1　2　3　4　5　6　7	＿＿＿＿
56-	第七	＿＿＿＿	1　2　3　4　5　6　7	＿＿＿＿
62-	第八	＿＿＿＿	1　2　3　4　5　6　7	＿＿＿＿

68/69

11. 今回の国立公園への旅の費用の内 公園内に入られる前に前払いされたものがありますか。

はい　1　70-

いいえ　2　Q.15に飛んで下さい。

71/80

12-a) 国立公園入園の前に支払われた項目を示して下さい。
（-a 欄の該当番号に丸をつけて下さい。）

-b) 上記前払いされたものにつき、それは一括セット（例えば2つ以上の項目につきまとめて支払う）として払ったものか、又は個別に前払いしたものですか。（-b 欄の該当番号に丸をつけて下さい。）

-c) 個別に前払いされた費用項目につき（一括セットでなく）それぞれの金額を記入して下さい。この際金額及び支払通貨を記入下さい。
（例．フラン．ドイツマルク．円．米ドル．カナダドル等）

	-a)	-b)		-c) 個別で前払いした費用についてのみ		
	前払いした費用項目	一括セット	個別	金額	通貨	10- 11- 12-
宿泊設備	1	1	1	______	______	13-
食事と飲物	2	2	2	______	______	17-
娯楽．行事．観光ツアー リフトの切符代	3	3	3	______	______	21-
公園内で借りたレンタカー代金	4	4	4	______	______	25-
公園外で借りたレンタカー代金	5	5	5	______	______	29-
交通費	6	6	6	______	______	33-
上記該当なし	9 Q.15に飛んで下さい。					

一括セットの一部として費用を前払いされた方は次の質問才13に回答して下さい。そうでない場合質問才14に進んで下さい。

13-a) あなたの車に同乗されている人全員の一括セット前払い金額の合計はいくらですか。金額及び通貨を記入下さい。

______ 金額　　______ 通貨　37-

-b) 上記前払いの内旅行全体の宿泊数は何泊ですか。又国立公園内での宿泊数は何泊ですか。　41-

______ 全体の宿泊数　　______ 国立公園内での宿泊数　44-

-c) 交通費が一括前払いに入っている場合、その交通機関に最初に乗られた地（出発地）を下に書いて下さい。　47- 48- 49-

______ （最寄りの）町/市　　______ 県/州　　______ 国

14. 宿泊費を個別に（一括セットの一部としてでなく）前払いされた方は次の質問才14に答えて下さい。そうでない方は質問才15に進んで下さい。

この前払い金は合計何泊分ですか。その内何泊はこの国立公園内での宿泊にあたりますか　50-

______ 前払い合計宿泊数　　______ 国立公園での宿泊数　53-

56-58/

15-a) 次の費用項目１つ１つにつき、同伴の方全員で国立公園内で使われた合計金額を記入下さい。現金、クレジット・カード、旅行者小切手、小切手等により支払われた物全部を合計して下さい。ただし前の質問にある前払いの費用は含まないで下さい。

同伴者全員が使った金額はいくらですか。項目別にカナダドルで金額を入れて下さい。カナダドルでの金額を御存知ない場合は金額とその通貨を空欄に入れて下さい。

	ない場合は印をつけて下さい	カナダドル金額	その他の通貨（金額及びその通貨名記入）	59- 60-
キャンプ・トレーラーパーク場以外での宿泊費	( )	______	______	61-
キャンプ費	( )	______	______	65-
公園内でのレストラン、ホテル、バーでの飲食代	( )	______	______	69-
公園内の店で買った食料品、飲物	( )	______	______	73-
公園内のガソリンスタンドで買ったガソリン、油代及び車の部品・修理費	( )	______	______	77 5-1 6-4
シャトルバス（往復バス）、タクシーを含む公園内の交通費	( )	______	______	13
公園内で借りたレンタカー代金	( )	______	______	17
ツアー、切符代、器具賃貸料を含む公園内での行楽・娯楽費	( )	______	______	21
公園内での会議、集会の参加費	( )	______	______	25
入園費，免許費	( )	______	______	29
おみやげ、器具、フィルム、衣類等公園内での店での買物代金	( )	______	______	33
合計 約		______	______	37-56 57-

-b) あなたのグループの方の中でスキーリフトの定期券（シーズン・パス）を使われた方がいらっしゃいますか。

はい　1.

いいえ　2. 次に進んで下さい。16

-c) あなたのグループの中でリフトの定期券（シーズン・パス）を使われた一人一人の方につき、そのパスの値段及び今回の旅行でパスを利用された合計日数を下に記入下さい。

	値段	通貨	使用日数
一人目			
二人目			
三人目			
四人目			
五人目			
六人目			

16-a) 今回のバンフ、ジャスパー国立公園への旅を決定された要因（たとえば何に特にひかれたか等）がありましたら下に書いて下さい。

______________________________ 61-

______________________________ 62-

______________________________ 63-

-b) 総体的にバンフ、ジャスパー国立公園への旅をあなたはどのように評価されますか　1つだけ選んで丸をつけて下さい。　64-

最高	1
大変良い	2
良い	3
ふつう	4
又は　悪い	5

-c) バンフ又はジャスパー国立公園の設備、サービス等について希望されるものあるいは改善を期待するものがありますか　（希望するものを下に書いて下さい。）

______________________________ 65-

______________________________ 66-

______________________________ 67-

17. 当地が1988年の冬期オリンピック会場となったという事は　あなたの今回の旅行決定にあたり　どんな影響を与えたでしょうか　該当する者1つだけに丸をつけて下さい。

	私はオリンピック行事の準備手助け、報道又は参加の為に現地に滞在していたので国立公園へ行った。	1　68-
	私はオリンピック行事を見物の為当地に来たついでにこの国立公園を訪れました。	2
	オリンピックについて色々見たり聞いたりした結果自分で国立公園に来てみたくなった。	3
	オリンピックの為国立公園への旅の計画を建て直した。	4
又は	オリンピックは国立公園への旅とは何ら関係ない。	5

17. あなたも含め同行の方全員の年令、性別を書いて下さい。
あなたの年令、性別から書き始めて下さい。

	年令	性別 男	性別 女	
あなたの：	________ 才	1	2	69 -
	________ 才	1	2	71 -
	________ 才	1	2	73 -
	________ 才	1	2	75 -
	________ 才	1	2	77 -
				6-5
	________ 才	1	2	13-
	________ 才	1	2	15-
	________ 才	1	2	17-
				19/21

注：生年月日御記入の際は、グレゴリオ暦（太陽暦）を御使用下さい。

例：私は1960年に生まれました。よって1987年には27歳になります。

19. あなたの職業は何ですか。会社名でなく職種及び会社の業種を書いて下さい。
（引退されている方は かっこに印をつけて下さい。）

________（職種）　________（会社の業種）　22

(   )　引退している

20. あなたの名前及び郵便番号を含む完全な住所を下に書いて下さい。

回答者の名前：________
住所 ________
市/町：________ 県/州：________
国：________
郵便番号：________ 23-
電話番号：________ 局番 ________ 番号

調査に協力いただきまして大変ありがとうございました。質問用紙をお預けしますので回答終りましたら当方宛郵便で送って下さい。
住所、切手付の返送用封筒を添付していますのでお使い下さい。貴殿からの回答によって公園のサービス、設備改善に努めたいと思っています。

出来ましたらカナダを発たれる前に回答を終え郵送下さい。

御協力感謝のしるしとしてアルバータのおみやげ品をご贈呈いたします。

INTERVIEWER:

RECORD VEHICLE TYPE

Vehicle Type		Towed Equipment	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		

Other (SPECIFY) ____________________

RECORD:	Refused before screening	31-1
	Qualified but refused	2

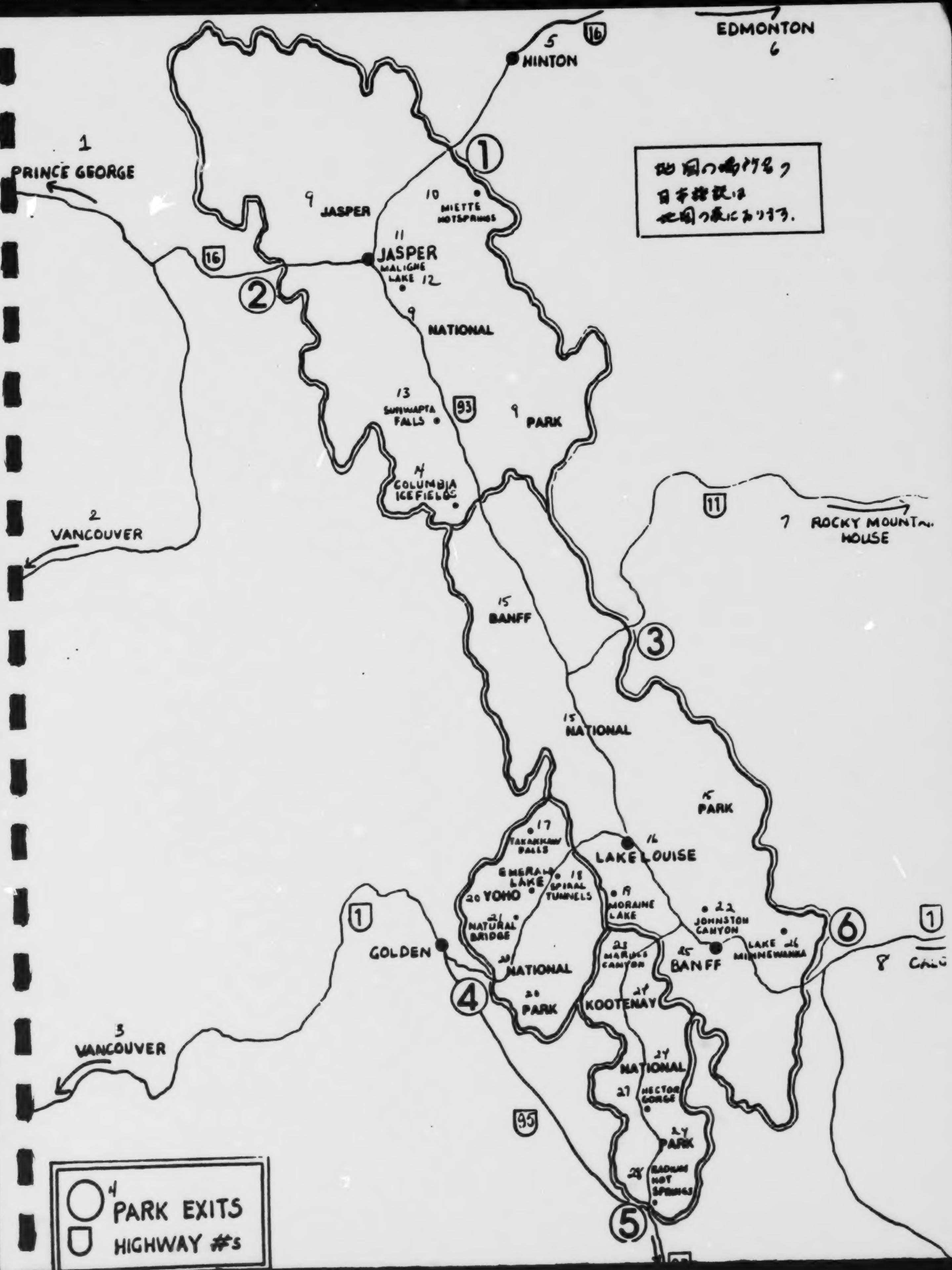
Location: ______________________________ 13- 14-

Date: ______________________________ 15-
Day Month

Start: ______________ A.M. P.M.

Finish: ______________ A.M. P.M.

Interviewer: ______________________________


EDMONTON
6
5
16
HINTON
1
1
PRINCE GEORGE
9
JASPER
10
MIETTE HOTSPRINGS
11
JASPER
MALIGNE LAKE 12
16
2
9
NATIONAL
13
SUNWAPTA FALLS
93
9
PARK
14
COLUMBIA ICEFIELDS
2
VANCOUVER
11
7
ROCKY MOUNT
HOUSE
15
BANFF
3
15
NATIONAL
15
PARK
17
TAKAKKAW FALLS
16
LAKE LOUISE
EMERALD LAKE
18
SPIRAL TUNNELS
20 YOHO
19
MORAINE LAKE
22
JOHNSTON CANYON
21
NATURAL BRIDGE
1
1
6
GOLDEN
20
NATIONAL
23
MARBLE CANYON
25
BANFF
LAKE 26
MINNEWANKA
8
CALG
4
20
PARK
24
KOOTENAY
3
VANCOUVER
24
NATIONAL
27
HECTOR GORGE
95
24
PARK
28
RADIUM HOT SPRINGS
5
4
PARK EXITS
HIGHWAY #s

地図の場所名の
日本語訳は
地図の裏にあります。

1. プリンス・ジョージへ
2. バンクーバーへ
3. バンクーバーへ
4. ○ 公園出口
   □ ハイウエイ #5
5. ヒントン
6. エドモントンへ
7. ロッキー・マウンテン・ハウスへ
8. カルガリーへ
9. ジャスパー国立公園
10. ミエッテ温泉
11. ジャスパー
12. マライン湖
13. サンワプタの滝
14. アサバスカ氷河
15. バンフ国立公園
16. レーク・ルイーズ
17. タオオウの滝
18. スパイラル・トンネル
19. モレーン湖
20. ヨーホー国立公園
21. ナチュラル・ブリッジ
22. ジョンストン・キャニオン
23. マーブル・キャニオン
24. クーテネイ・国立公園
25. バンフ
26. レーク・ミネワンカ湖
27. ヘクター・ゴージ
28. ラジウム温泉

ATTITUDINAL MAILBACK QUESTIONNAIRE

Distributed To All Parks Visitors
In All Modes For Self-Completion

回答者の皆様へ：

国立公園訪問者調査に御協力いただき感謝いたします。この調査に郵送でもって回答いただく事により皆様の国立公園訪問に関してのより正確かつ総合的な情報を得る事が出来ます。それにより国立公園をますます良くしてゆく手助けとなりましょう。

皆様から回答をいただく事は非常に大切です。同封の切手つき封筒を使って回答送付いただくよう御協力お願い致します。

敬具

デニス トウメニー
社長

国立

公園

訪問者

調査

R/T 19151

ラストン/トウメニー・アンド・アソシエイト社

5-5

6-1

7-4

始める前の2・3の注意

質問のほとんどは多項式選択し 答の横に それぞれ番号がついているから 該当する答の横の番号に マルをつけて下さい。

例：

私の好きな色は…

青	1
緑	②
赤	3
黄	4

該当する答えが1つ以上ある場合、該当するもの全てに 丸をつけて下さい。

番号で答えるのでなく 回答欄がかっこになっている質問も2つ3つありますが それには お答えを かっこ内に書いて下さい。

ヨーホ、クーテネイ国立公園だけを訪問された方は10ページの質問オ10に進んで下さい。 それ以外の方は次の質問全てにお答え下さい。

1. 今回のバンフ、ジャスパー国立公園旅行の際、なされた事全てにマルをつけて下さい。
ヨーホ、クーテネイ国立公園だけでされた事は含まないで下さい。
（地図を参照に該当するもの全てにマルをつけて下さい。）

車で観光	01	サイクリング	24
バスで観光	02	ゴルフ	25
野生の動、植物観賞	03	テニス	26
小鳥見守り（バードウォッチ）	04	買物	27
ピクニック	05	映画観賞	28
写真	06	バンフ文化祭出席	29
山登り	07	その他劇、コンサート、文化展覧会出席	30
氷河登り	08	博物館、歴史物展示、史跡訪問	31
ジョッギング／かけ足	09	スポーツ行事	32
グループ又は一人でハイク	10	その他祭事、催し。	33
自然保護員とのハイク	11	スキー	34
公園解説、教育プログラム参加	12	クロス・カントリ・スキー	35
バンフ・センターでのコース参加	13	スケート	36
科学研究	14	スノーシュー	37
魚つり	15	馬引きそり乗り	38
水泳	16	犬ぞり	39
スクーバ・ダイビング、スノーケル	17	コロンビア氷河スノー・コーチ	40
観光船ツアー	18	休息、安静	41
その他の船のり、カヌー、カヤック、ヨット	19	ビジター・インフォメーション・センター	42
川でのいかだ乗り	20	その他の行事 （下に記入下さい）	
セールボート／ウインドサーフィング	21	______________________	
乗馬／野道馬のり	22	______________________	
馬車のり	23		

又は下記

上記行事、プログラムには何も参加しなかった。　49

2. あなたはバンフ・ジャスパー国立公園の次の場所の内どこに今回行かれましたか。

国立公園 有名地

市内

バンフ	01
ジャスパー	02
レーク・ルイーズ	03

バンフの湖

ボウ・レーク	04
ヘクター・レーク	05
レーク・ルイーズ	06
レーク・ミネワンカ	07
モレーン・レーク	08
ペイト・レーク	09
バーミリオン・レークス	10
バンフ の その他の湖	11
バンフの湖で名前を知らない	12

ジャスパーの湖

レーク・ら−デス・アネット又はラック・ボーベア	13
マラィン・レーク	14
メディスン・レーク（"消失湖"）	15
パトリシア・ピラミッド・レーク	16
ジャスパー 又は タルボット・レーク	17
ジャスパー の その他の湖	18
ジャスパーの湖で名前は知らない	19

バンフの滝と泉

ボウ・フォールズ	20
アッパー・ホット・スプリング・プール	21
ケーブ・ベーズン温泉とセンテニアル・センター	22
バンフの その他の滝と泉	23
バンフの滝や泉で名前を知らない	24

ジャスパーの滝と泉

アサバスカの滝	25
ミエッテ温泉	26
パンチ・ボールの滝	27
サンワプタの滝	28
ジャスパーの その他の滝と泉	29
ジャスパーの滝や泉で名前を知らない	30

ジャスパーとバンフの氷河・氷原

アサバスカ氷河	31
コロンビア氷原	32
スタット フィールド氷河	33
クロウ フット 氷河	34
ドーム氷河	35
ジャスパー・バンフのその他の氷河 氷原	36

バンフでの他の自然観賞地

カスケード庭園（バンフ国立公園ビル） 37
キャッスル.マウンテン 38
フードゥーズ（ロック像ヒ） 39
ジョンストン.キャニオン 40
ザスカチュワン川渡し 41
スコキ.バリー 42
エジプト湖近辺 43

ジャスパーでの他の自然観賞地

ゴート見はらし 44
マライン.キャニオン旅行 45
マウント.イーダス.カベル 46
バリ.オブ.ザ.ファイブ.レイクス 47
トンキン.バリー 48
スカイライン.トレイル 49

バンフでの博物館.センター

バンフ.センター.オブ.ファイン.アーツ 50
バンフ国立公園博物館（野生物展示） 51
ラクストン博物館（インディアン文化） 52
自然歴史博物館（地質学） 53
ウォルター.J.フィリップス美術館 54
ワイテ.カイダ.ロッキー博物館（美術展示） 55
バンフの博物館.センターで名前を知らない 56

ジャスパーでの博物館.センター

コロンビア.アイスフィールド.センター 57
デン.ワイルド.ライフ博物館 58

バンフ.ジャスパーの歴史的場所

バンクヘッド炭鉱ゴーストタウン（バンフ） 59
シルバー.シティ.ブラーク（バンフ） 60
バンフ.スプリング.ホテル 61
オールド.フォート.ポイント.ケルン（ジャスパー） 62
バンフのバッファロー.パドック 63

バンフでのゴンドラ.リフト

レーク.ルイーズ.ゴンドラ.リフト 64
マウント.ノークエイ.シーニック.リフト 65
サルファー.マウンテン.ゴンドラ.リフト 66
サンシャイン.ビレッジ.ゴンドラ 67

ジャスパーでのゴンドラ.リフト

ジャスパー.トラムウェイ（観光車） 68
ウィスラー山で

バンフのスキー場

レーク.ルイーズ 69
マウント.ノークエイ 70
サンシャイン.ビレッジ 71

ジャスパーのスキー場

マーモット.ベーズン 72

3 -a) バンフ. ジャスパー国立公園内では. 公園内を始発とする観光バスに乗られましたか. (1つだけ選んでマルをして下さい.)

いいえ	1
はい	2

はいと答えた場合

-b) そのツアーは国立公園内での泊りがけでしたか. 又は日帰りツアーでしたか. (1つだけ選んで下さい.)

泊りがけ	1
日帰り	2

4 - a) バンフ. ジャスパー国立公園内で特に気に入られた事は何ですか. (説明して下さい.)

-b) バンフ. ジャスパー国立公園で特に気にめさなかった事がありましたか. (説明して下さい.)

バンフ国立公園に行かれた方だけ質問第5にお答え下さい。

5-a) バンフ国立公園での次の点についてのあなたの満足度に1から7までの点数をつけマルをして下さい。1は大変不満、7は大変満足した。言いかえれば満足度が高い程数字が高くなり、低い程数字も低くなるわけです。
各項に1つずつマルをつけて下さい。

	大変不満			満足でも不満でもない			大変満足	意見なし
1. 適当な宿泊設備があるか	1	2	3	4	5	6	7	9
2. レストラン、食事、飲物サービスの選択	1	2	3	4	5	6	7	9
3. 夜の娯楽施設、劇場、催し	1	2	3	4	5	6	7	9
4. お手洗の設備（公共）	1	2	3	4	5	6	7	9
5. 食事、飲物の質	1	2	3	4	5	6	7	9
6. ホテルは清潔か、落ち着けるか。	1	2	3	4	5	6	7	9
7. 買物をする場所	1	2	3	4	5	6	7	9
8. キャンプ場の質	1	2	3	4	5	6	7	9
9. サービスの質	1	2	3	4	5	6	7	9
10. 野生保護及び自然管理	1	2	3	4	5	6	7	9
11. 公園内で働く人々の親切心、友好性	1	2	3	4	5	6	7	9
12. 全般的な費用	1	2	3	4	5	6	7	9

-b) あなたの意見では バンフ国立公園は他の公園に比べどんな点が異っていますか。
御意見がありましたら下記に書いて下さい。

ジャスパー国立公園に行かれた方だけ 質問第6 に お答え下さい。

6-a) ジャスパー国立公園での次の点についてのあなたの満足度に 1から7までの点数を対マルをして下さい。 1は大変不満、7は大変満足した。言いかえれば満足度が高い程数字が高くなり低い程数字も低くなるわけです。

各項に1つづつマルをつけて下さい。

	大変不満		満足でも不満でもない			大変満足		意見なし
1. 適当な宿泊施設があるか.	1	2	3	4	5	6	7	9
2. レストラン・食事・飲物サービスの選択	1	2	3	4	5	6	7	9
3. 夜の娯楽施設・劇場・催し	1	2	3	4	5	6	7	9
4. お手洗の設備（公衆）	1	2	3	4	5	6	7	9
5. 食物・飲物の質	1	2	3	4	5	6	7	9
6. ホテルは清潔かつ落ち着けるか	1	2	3	4	5	6	7	9
7. 買物をする場所	1	2	3	4	5	6	7	9
8. キャンプ場の質	1	2	3	4	5	6	7	9
9. サービスの質	1	2	3	4	5	6	7	9
10. 野生保護及び自然管理	1	2	3	4	5	6	7	9
11. 公園内で働く人々の親切心・友好性	1	2	3	4	5	6	7	9
12. 全体的な費用	1	2	3	4	5	6	7	9

b) あなたの意見では ジャスパー国立公園は他の公園と比べ どんな点が良いですか。御意見がありましたら下記に書いて下さい。

____

____

____

7. 今回の旅行を除いて あなたが最後にバンフ又はジャスパ国立公園に来られたのはいつですか。その年を下に書くか又は印をつけて下さい。

______________ 年

（　）今回が始めて。

8. バンフ/ジャスパ国立公園への旅行計画にはどのような資料を使われましたか。（下記に該当するもの全てにマルをして下さい。）

私は出発前に旅行資料．パンフレットを下記から受け取りました。

トラベル．アルバータ 01
ツアリズム．カナダ 02
パークス．カナダ 03
ブリティッシュ．コロンビア 04
カナダ国外にあるカナダ政府機関 05
（例：大使館．領事館．貿易．旅行協会）
私は旅行中にインフォメーション．センターから資料をもらった。 06
私は旅の展示会で資料をもらった。 07
私は旅行社へ行き……
資料をもらった。 08
その他の情報を得た。 09
テレビの広告を見た。 10
その他の広告を見た。 11
旅行関係の記事を見た。 12
旅行の映画を見た。 13
旅行の本を読んだ。 14
友人・親戚の人から話を聞いた。 15
自分の過去の経験から。 16
どこからも情報を得なかった。 17

9. バンフ、ジャスパー国立公園への旅行については最終的決定はいつ頃されましたか。
該当月にマルをつけ右のスペースにその年を書いて下さい。

月

1月	01	7月	07
2月	02	8月	08
3月	03	9月	09
4月	04	10月	10
5月	05	11月	11
6月	06	12月	12

年

____

（記入）

5-5
6-2
13-

以下 各項の質問には 会員の方が回答下さい。
質問オ10の回答には 添付の地図を参照して下さい。

10-a) 国立公園には 最初 どこを 入口として 入って来られましたか。

位置 1	（ハイウエイ 16 － イースト・ゲート 東口）	1
位置 2	（ハイウエイ 16 － ウエスト・ゲート 西口）	2
位置 3	（ハイウエイ 11 － イースト・ゲート 東口）	3
位置 4	（ハイウエイ 1 － ウエスト・ゲート 西口）	4
位置 5	（ハイウエイ 93 － ウエスト・ゲート 西口）	5
位置 6	（ハイウエイ 1 － イースト・ゲート 東口）	6

-b) 最初に入って来られた日は いつですか。

______________ 月　　______________ 日

-c) 最初に入って来られたのは 何時頃でしたか。

朝 6 時から 昼 12 時	1
昼 12 時から 6 時	2
夜 6 時から 12 時	3
夜 12 時から 朝 6 時	4

カナダ国外に住まわれる方は 次の質問 11. に回答下さい。

11. 今回の旅行では どの市、町、国境点を通ってカナダへ入って来られましたか。

______________ 市／町／国境点名　　______________ 州

12. 国立公園滞在を含むあなたの旅行全体を通じ 今回の旅行は次のうちどのタイプの旅行に入りますか. 1つだけ選んで下さい.

戸外のバケーション:	キャンプ. 魚つり. ハイキング. いかだ乗り等を中心とする自然中心のバケーション	1
行楽地バケーション:	ビーチ. スキー場. ゴルフ. テニス や広い施設が近い範囲にある行楽地でのバケーション.	2
家の近くのレジャー地:	家の近くでビーチ. 湖. 海岸. 公園等があり色々楽しめる場所	3
バケーション旅行 :	車. バス. 汽車を使って風景. 文化的もの. その他の面白いものを見てまわる旅行.	4
都市への旅 :	都市で買物. 博物館. 催し. 食事. 劇. コンサートを楽しんだり又は市街を歩きまわる旅	5
友人. 親戚訪問の旅 :	友人 親戚訪問を主とする旅.	6
仕事. 会議の為の旅:	例えば会議. 学会. 集会等.	7

13. あなたの国立公園旅行のグループを構成するのはどういう人々でしょうか

夫婦	1
家族. 親戚	2
友人	3
仕事関係	4
学校グループ	5
クラブ/協会/集会グループ	6
老人グループ	7
自分一人	8

その他（明記して下さい） ____________________

14. 国立公園への旅行には 次の道具.器具のうち何を持って行かれましたか: 持って行かれたもの全てにマルをつけて下さい. (下記の物は何も持って行かれなかった方はここに(　　)印をつけて次の質問に飛んで下さい.)

テント	01
リュック.サック道具	02
山登りの道具	03
ハイク用ブーツ	04
野山用案内書	05
カメラ	06
映写カメラ(8ミリ)	07
ビデオカメラ	08
双眼鏡.望遠鏡	09
スキー	10
クロス.カントリ.スキー	11
スノー.シューズ	12
魚つり道具	13
スノーケル/スキューバ.ダイビング	14
ゴルフのクラブ	15
動付ゴルフ.カート	16
セール.ボード	17
自転車	18
モーターサイクル	19
ボート	20
カヌー/カヤック	21
特殊車(ATV)	22
スノーモービル	23
その他の器具 (名前を書いて下さい): ＿＿＿＿＿＿ ＿＿＿＿＿＿	24

15-a) 今回の旅行に同伴されたかどうかは別にして 次にあなたの御家族についてお答え下さい.

あなたを含め御家族は合計何名でしょうか. (人数)

＿＿＿＿＿＿＿＿＿＿

-b) 何名は6才以下で 何名は6才から18才(18才を含む)でしょうか. (人数)

6才以下の人数 ＿＿＿＿＿＿＿＿＿＿

6才以上18才と18才以下の人数 ＿＿＿＿＿＿＿＿＿＿

-c) 家族の家計の柱となる方の年令は45才以下ですか. 又は45才及びそれ以上ですか. (1つだけ選んで下さい)

45才以下	1
45才及び45才以上	2

16-a) 最後に情報分類の為 あなたの 1986年度の税込み・差引前の個人年間所得 と その 通貨名を 記入下さい。

1986年度の個人所得 ____________________

通貨名 ____________________

-b) 又 税込み・差引前の あなたの 家族総収入を 記入下さい。通貨名も 記入下さい。

1986年度の家族総収入 ____________________

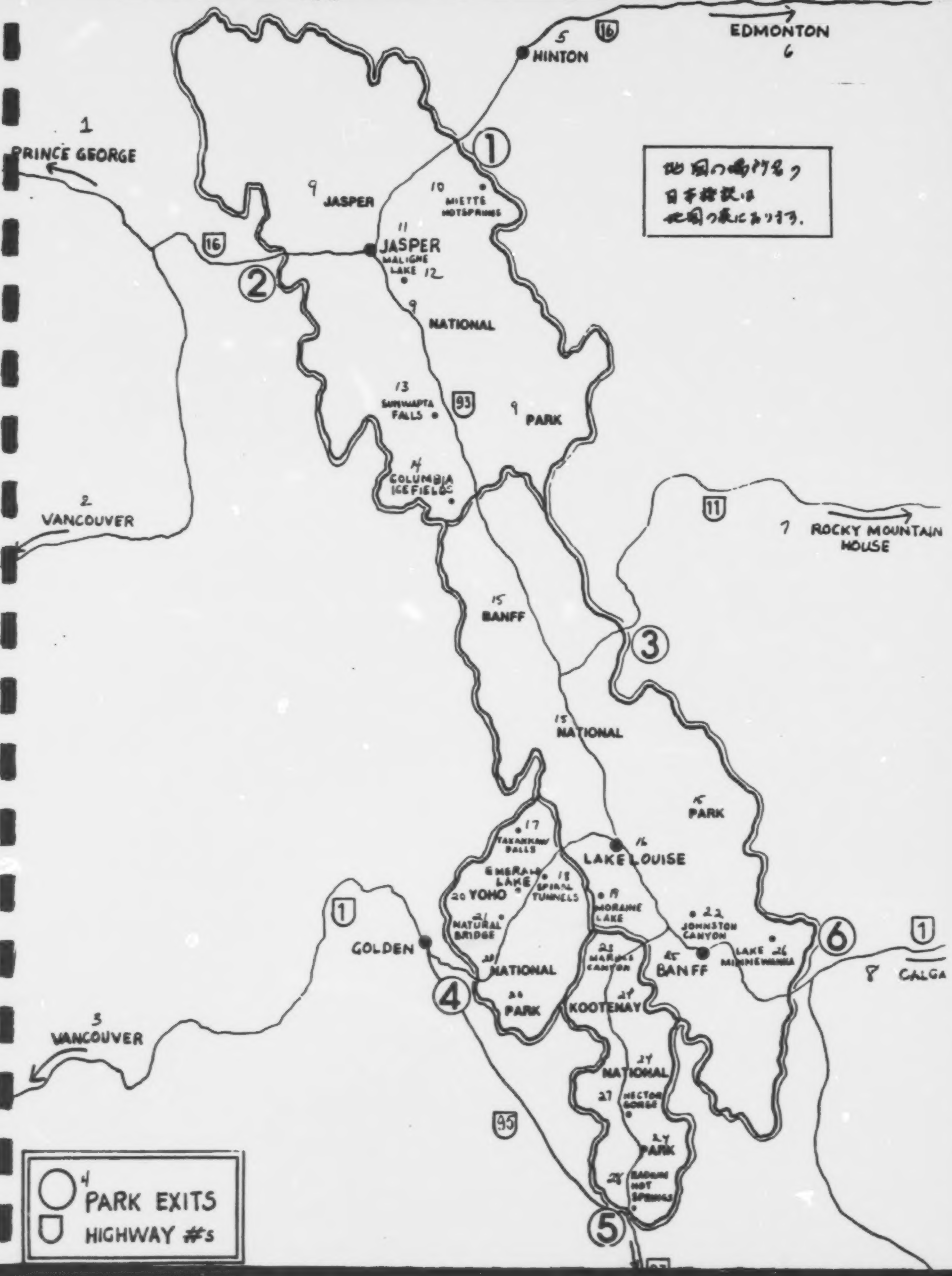
通貨名 ____________________

国立公園旅行をされた時の御意見、コメント良かれ悪しかれありましたら
書いて下さい。

御協力大変ありがとうございました。回答全て終りましたら、同封の
封筒に入れ、ラストン/トウメニ社まで御返送下さい。
郵便代は支払い済ですので カナダ・アメリカ国内より郵便を出す際には
切手はいりません。

Ruston/Tomany & Associates
111 Elizabeth Street, 4th Floor,
Toronto, Ontario, M5G 1P7 (Canada)

(416) 977-1533


5 HINTON
16
EDMONTON 6
1 PRINCE GEORGE
①
9 JASPER
10 MIETTE HOTSPRINGS
16
②
11 JASPER
MALIGNE LAKE 12
9 NATIONAL
13 SUNWAPTA FALLS
93
9 PARK
14 COLUMBIA ICEFIELDS
2 VANCOUVER
11
7 ROCKY MOUNTAIN HOUSE
15 BANFF
③
15 NATIONAL
15 PARK
17 TAKAKKAW FALLS
16 LAKE LOUISE
EMERALD LAKE
18 SPIRAL TUNNELS
20 YOHO
19 MORAINE LAKE
21 NATURAL BRIDGE
22 JOHNSTON CANYON
1
GOLDEN
20 NATIONAL
23 MARBLE CANYON
25 BANFF
26 LAKE MINNEWANKA
⑥
1
8 CALGA
④
20 PARK
24 KOOTENAY
3 VANCOUVER
24 NATIONAL
27 HECTOR GORGE
95
24 PARK
28 RADIUM HOT SPRINGS
⑤
4 PARK EXITS
HIGHWAY #s

地図の場所名の
日本語訳は
地図の裏にあります.

1. プリンス・ジョージへ
2. バンクーバーへ
3. バンクーバーへ
4. ○ 公園出口
   □ ハイウエイ #5
5. ヒントン
6. エドモントンへ
7. ロッキー・マウンテン・ハウスへ
8. カルガリーへ
9. ジャスパー国立公園
10. ミエッテ温泉
11. ジャスパー
12. マライン湖
13. サンワプタの滝
14. アサバスカ氷河
15. バンフ国立公園
16. レーク・ルイーズ
17. タオカウの滝
18. スパイラル・トンネル
19. モレーン湖
20. ヨーホー国立公園
21. ナチュラル・ブリッジ
22. ジョンストン・キャニオン
23. マーブル・キャニオン
24. クーテネイ・国立公園
25. バンフ
26. レーク・ミネワンカ湖
27. ヘクター・ゴージ
28. ラジウム温泉

RECORDING DOCUMENTS

Ruston/Tomany & Associates Ltd. R/T 19151

5-1

HIGHWAY STINT SUMMARY SHEET

6-

LOCATION ______________________ 21- DATE ________________ 22-
DAY MONTH YEAR 23-
24-
25-

SCHEDULED STINT TIME ______ AM PM TO _____ AM PM 26- 27- 28- 29- 30- 31-

SUPERVISOR ______________

SUMMARY OF TRAFFIC COUNT

A.	TRANSPORT/LARGE TRUCKS	______________	32-	33-	34-	35-
B.	BUS/COACH	______________	36-	37-	38-	39-
C.	PRIVATE VEHICLES/SMALL TRUCKS (INCLUDES ALL TYPES OF MOTORIZED VEHICLES EXCEPT THOSE IN A. OR B. ABOVE)					
	TOTAL	______________	40-	41-	42-	43-
	ALBERTA PLATES	______________	44-	45-	46-	47-
	NON-ALBERTA PLATES	______________	48-	49-	50-	51-
D.	PEDESTRIANS/CYCLISTS	______________	52-	53-	54-	

TOTAL NUMBER OF COMPLETED INTERVIEWS ______________ 55- 56-

- NUMBER OF INTERVIEWS WITH SAME DAY VISITORS (Q.12-b) DID NOT SPEND ANY NIGHTS IN PARKS) ______________ 57- 58-
- NUMBER OF INTERVIEWS WITH "PASS-THROUGH" (ASKED Q.8-11) ______________ 59- 60-

NUMBER OF INCOMPLETE INTERVIEWS ______________ 61- 62-

ACTUAL START AND FINISH TIMES

COUNTS ______________ AM PM TO ______________ AM PM

INTERVIEWING ____________ AM PM TO ______________ AM PM

IF START AND FINISH TIMES NOT SAME FOR COUNTS AND INTERVIEWING PLEASE EXPLAIN

____

____

____

NUMBER OF CREW MEMBERS ______________ ______________
SCHEDULED ACTUAL

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below. If any asterisked conditions apply, or if visibility is reduced to less than 400 m (the distance from the interviewing area to the farthest traffic sign), interviewing should not take place. Refer to interviewing manual for information.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
*Icy	3	3
Freshly plowed	4	4
*Some snow	5	5
*Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
*Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
*Steady rain	6	6
Snow flurries	7	7
*Steady snow	8	8
*Blizzard	9	9

COMMENTS ____________________

____

____

RUSTON/TOMANY & ASSOCIATES LTD. **R/T 19151**

ROADSIDE COUNT SHEET

Location ______________

Date ______________

Start ______________ AM PM

Finish ______________ AM PM

Private Vehicles/Small Trucks

Alberta Plates	Non-Alberta Plates
Origin Unknown	

Transports/Heavy Trucks

Buses/Coaches

Bicycles	Hikers

Ruston/Tomany & Associates Ltd. R/T 19151

5-0

HIGHWAY NIGHT COUNT SUMMARY SHEET

6-

LOCATION ______________________ 21- DATE________________ 22-
DAY MONTH YEAR 23-
24-
25-

SCHEDULED AM AM 26-
STINT TIME ___ PM TO ___ PM 27- SUPERVISOR ______________
28-
29-
30-
31-

SUMMARY OF TRAFFIC COUNT

A.	TRANSPORT/LARGE TRUCKS	______________	32-	33-	34-	35-	
B.	BUS/COACH	______________	36-	37-	38-	39-	
C.	PRIVATE VEHICLES/SMALL TRUCKS (INCLUDES ALL TYPES OF MOTORIZED VEHICLES EXCEPT THOSE IN A. OR B. ABOVE)						
	TOTAL	______________	40-	41-	42-	43-	
							44/51 BLANK
D.	PEDESTRIANS/CYCLISTS	______________	52-	53-	54-		
E.	UNIDENTIFIED LARGE VEHICLES	______________					
							59/62 BLANK

ACTUAL START AND FINISH TIMES

COUNTS ______________ AM PM TO ______________ AM PM

COMMENTS

____

____

____

NUMBER OF CREW MEMBERS ______________ SCHEDULED ______________ ACTUAL

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below. If any asterisked conditions apply, or if visibility is reduced to less than 400 m (the distance from the interviewing area to the farthest traffic sign), interviewing should not take place. Refer to interviewing manual for information.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
Icy	3	3
Freshly plowed	4	4
Some snow	5	5
Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
Steady rain	6	6
Snow flurries	7	7
Steady snow	8	8
Blizzard	9	9

COMMENTS ____________________

____

____

Ruston/Tomany & Associates Ltd. R/T 19151

5-3

SCHEDULED BUS STINT SUMMARY SHEET

6-

TOWN ____________________ 21- DATE ____________________ 22-
DAY MONTH YEAR 23-
24-
25-

SPECIFIED DEPARTURE ________ AM PM 26-
27-
28-
29-
30-
31-

SUPERVISOR ____________________

BUS # AND DESTINATION ____________________ 32-

NUMBER OF PASSENGERS BOARDED ____ __ __ 33- 34- 35/54

NUMBER OF COMPLETE INTERVIEWS ________ 55-
56-

- NUMBER OF INTERVIEWS WITH SAME DAY VISITORS (Q.12-C DID NOT SPEND ANY NIGHTS IN PARKS) ________ 57-
58-

- NUMBER OF INTERVIEWS WITH "PASS-THROUGH" (ASKED Q.8-11) ________ 59-
60-

NUMBER OF INCOMPLETE INTERVIEWS ________ 61-
62-

NUMBER OF DISQUALIFIED SCREENERS ________

QUESTIONNAIRE NUMBERS USED ________

ACTUAL START AND FINISH TIMES

INTERVIEWING ________ AM PM TO ________ AM PM

NUMBER OF CREW MEMBERS ____ ____ SCHEDULED ________ ACTUAL

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below. If any asterisked conditions apply, or if visibility is reduced to less than 400 m (the distance from the interviewing area to the farthest traffic sign), interviewing should not take place. Refer to interviewing manual for information.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
Icy	3	3
Freshly plowed	4	4
Some snow	5	5
Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
Steady rain	6	6
Snow flurries	7	7
Steady snow	8	8
Blizzard	9	9

COMMENTS ______________________________

____

____

Ruston/Tomany & Associates Ltd. R/T 19151

5-2

SCHEDULED TRAIN STINT SUMMARY SHEET

6-

TOWN ______ ____________ 21- DATE ____________ 22-
DAY MONTH YEAR 23-
24-
25-

SPECIFIED DEPARTURE __________ AM PM 26- 27- 28- 29- 30- 31-
SUPERVISOR ____________

TRAIN DESTINATION ____________________ 32-

NUMBER OF PASSENGERS BOARDED __________ 33- 34- 35/54

NUMBER OF COMPLETE INTERVIEWS ______ ______ 55- 56-

- NUMBER OF INTERVIEWS WITH SAME DAY VISITORS (Q.12-C DID NOT SPEND ANY NIGHTS IN PARKS) __________ 57- 58-

- NUMBER OF INTERVIEWS WITH "PASS-THROUGH" (ASKED Q.8-11) ______ ______ 59- 60-

NUMBER OF INCOMPLETE INTERVIEWS __________ 61- 62-

NUMBER OF DISQUALIFIED SCREENERS __________

QUESTIONNAIRE NUMBERS USED __________

ACTUAL START AND FINISH TIMES

INTERVIEWING __________ AM PM TO __________ AM PM

NUMBER OF CREW MEMBERS __________ SCHEDULED __________ ACTUAL

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below. If any asterisked conditions apply, or if visibility is reduced to less than 400 m (the distance from the interviewing area to the farthest traffic sign), interviewing should not take place. Refer to interviewing manual for information.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
Icy	3	3
Freshly plowed	4	4
Some snow	5	5
Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
Steady rain	6	6
Snow flurries	7	7
Steady snow	8	8
Blizzard	9	9

COMMENTS ____

____

____

May 15, 1987

Manager

Dear Sir or Madam:

You may be aware that the Government of Alberta and the Government of Canada have jointly commissioned a study of visitors to Banff, Jasper, Yoho and Kootenay National Parks to determine the impact of tourism on the parks and the surrounding area. Ruston/Tomany & Associates Ltd., a market research firm, has been hired to conduct the visitor survey. Visitors will be interviewed as they exit the parks by automobile, train and bus. As part of the design to capture the charter bus market, we would like to interview the overnight charter visitors at their last overnight accommodation on the day of their departures from the parks.

This would entail determining when buses are departing from a selected property and having interviewers there prior to the time of departure to interview a sample of bus passengers. Properties will be selected at random from a sample of in-park accommodations which cater to the charter bus market. In addition, we would like to collect the total count of charter buses which depart from your property each month. Someone from Ruston/Tomany & Associates Ltd. would call a designated person at your property on a regular basis for the study duration to record the bus counts.

We would greatly appreciate your cooperation in this matter. You will receive a follow-up phone call to confirm your property's participation in this important survey and to get the name of the designated person you would like us to deal with on a regular basis for charter bus counts.

.../2

If you would like to know more about the survey, we would be happy to elaborate on any aspect for your information.

Thank you in advance for your cooperation.

Yours sincerely,

Judy Langer
Senior Research Consultant

JL:mk

Ruston/Tomany & Associates

R/T 19151

NATIONAL PARKS VISITOR STUDY
Charter Bus Accommodations

(Name of Accommodation)	(Date Called)
(Address)	(Interviewer)
(Phone Number)	

RECORD OF CALLS

	1st Call	2nd Call	3rd Call	4th Call
Interview completed:				
- With Manager	1	1	1	1
- With other	2	2	2	2
Manager Postponed	3	3	3	3
Busy Signal	4	4	4	4
No Answer	5	5	5	5
Line out of service	6	6	6	6
Other (SPECIFY)	________	________	________	________

IF MANAGER NOT AVAILABLE, MAKE APPOINTMENT FOR A CALLBACK

DATE	TIME

Hello, I am ____________________ of Ruston/Tomany & Associates, a survey research firm. Could I please speak to the Manager?

IF YOU ARE SPEAKING TO THE MANAGER, ASK HIS/HER FULL NAME, WRITE IT IN THE SPACE BELOW, AND CONTINUE WITH QUESTIONNAIRE.

IF YOU ARE NOT SPEAKING TO THE MANAGER, ASK THE PERSON ANSWERING THE PHONE FOR THE MANAGER'S FULL NAME, WRITE IT IN THE SPACE BELOW, RE-INTRODUCE YOURSELF TO MANAGER AND CONTINUE WITH QUESTIONNARIE.

____
(MANAGER'S NAME)

Ruston/Tomany & Associates, has been retained by the federal government and the Province of Alberta to conduct a study of visitors to the four National Parks in order to determine the impact of tourism on the parks and the surrounding area. This study will run from now until June, 1988.

1-a) Do you recall receiving a letter from Ruston/Tomany & Associates dealing with this survey?

Yes	1 SKIP TO Q.2
No	2 ASK -b)
DON'T KNOW	3

-b) In addition to describing the National Parks Visitor Study, the letter we sent you explained that, in order to survey a true cross-section of visitors to the parks, we wish to interview a sample of visitors who come to the parks on charter bus tours. We are interested in speaking to these people as they leave their last night's accommodation on the morning of their departure from the National Parks.

To do this, we would phone a sample of motels and lodges which cater to Bus tour groups, and determine how many tour groups are checking out on the day specified for interviewing. One accommodation with a departing tour group would then be selected at random, and a team of trained Ruston/Tomany interviewers would be sent to conduct brief interviews with the passengers prior to their departure.

In addition, someone from Ruston/Tomany would call your establishment at the end of each calendar month to collect a total count of the number of charter buses which departed from your property during that month.

Based on the information I have just given you, can we count on your co-operation during the National Parks Visitor Study?

Yes	1 SKIP TO Q.3
No	2 ASK Q.1-c) AND -d)

-c) Could you please tell me why you do not wish to co-operate on the National Parks Visitor Study? (PROBE: Any other reasons?)

____

____

____

-d) Could you please give me a rough estimate of the number of bus groups you hosted during all of 1986?

____
(WRITE IN NUMBER)

THANK RESPONDENT AND TERMINATE

2-a) Based on the information contained in the letter you received, can we count on your co-operation during the National Parks Visitor Study?

Yes	1 SKIP TO Q.3
No	2 ASK -b) AND -c)

-b) Could you please tell me why you do not wish to co-operate on the National Parks Visitor Study? (PROBE: Any other reasons?)

____

____

____

-c) Could you please give me a rough estimate of the number of bus groups you hosted during all of 1986?

____
(WRITE IN NUMBER)

THANK RESPONDENT AND TERMINATE

3-a) Thank you very much for agreeing to co-operate with us. I have just a few more questions which will help us classify your establishment.

Could you please give me a rough estimate of the number of bus groups you hosted during all of 1986?

____
(WRITE IN NUMBER)

Don't Know X

-b) And could you please give me a rough estimate of the number of bus groups you hosted each week during the summer season of 1986, that is, from mid-June to Labour Day?

____
(WRITE IN NUMBER)

Don't Know X

-c) And how many each week during the fall season, that is, from Labour day to the end of October, 1986?

____
(WRITE IN NUMBER)

Don't Know X

3-d) And how many each week during the winter or ski season, that is, from the beginning of November, 1986 to mid-April, 1987?

____
(WRITE IN NUMBER)

Don't Know X

-e) And how many each week during the Spring season this year, that is, from mid-April to mid-June, 1987?

____
(WRITE IN NUMBER)

Don't Know X

4-a) And finally, who is the person at your establishment we should speak to when collecting the monthly count of bus groups, and when we wish to interview bus-tours visitors at your property?

____
(WRITE IN NAME)

-b) And what is (READ NAME'S) position or job title?

____
(WRITE IN JOB TITLE)

Thank you very much for your co-operation.

(ADDITIONAL QUESTION)

5. Could you give me a rough estimate of the number of bus tours or groups you will host between now and Labour Day, that is, during this summer?

____

(WRITE IN NUMBER)

Ruston/Tomany & Associates Ltd. R/T 19151

OVERNIGHT CHARTER STINT ASSIGNMENT

VERSION #:_____

ACCOMMODATION ESTABLISHMENT ______________________________ PHONE #:_______
NAME LOCATION

STINT ______________ TO ______________
START DATE END DATE

CONTACT: ____________________ POSITION: ____________________

INTRODUCTION: Hello, I am ______________________ Ruston/Tomany & Associates. We are conducting a study on behalf of the Government of Canada, Alberta and British Columbia on the Banff, Jasper, Yoho and Kootenay Parks.

1. Earlier you/(the manager) agreed to cooperate in this project by giving us permission to conduct interviews with Motorcoach visitors as they leave your establishment. We would like to conduct interviewing at your establishment for several hours one day over the next few days. Will any Motorcoach groups be leaving your establishment for the last time, that is checking-out between START DATE AND END DATE inclusive?

YES	1	
NO	2	THANK RESPONDENT. SELECT REPLACEMENT ESTABLISHMENT FROM YOUR SAMPLE LIST.

2. On which days, between START DATE and END DATE inclusive, are any Motorcoach groups checking out from your establishment? (PROBE TO ENSURE YOU HAVE INFORMATION ON ALL MOTORCOACH DEPARTURES OF THE WEEK. CIRCLE NUMBER OPPOSITE EACH DAY ON WHICH MOTORCOACHES DEPARTING.

MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY

SELECT DAY OPPOSITE LOWEST NUMBER CIRCLED.

3. We would like to conduct interviewing at your establishment on READ SELECTED DAY BETWEEN SELECTED TIME.

7:00 A.M. AND 9:00 A.M.	1	SELECT TIME PERIOD OPPOSITE NUMBER CIRCLED.
8:00 A.M. AND 10:00 A.M.	2	

RECORD: Interviewing will take place on:

______________________________ BETWEEN: ____________
DAY TIME TIMES

Ruston/Tomany & Associates Ltd. R/T 19151

OVERNIGHT CHARTER STINT ASSIGNMENT

VERSION #:_____

ACCOMMODATION
ESTABLISHMENT ______________________________ PHONE #:_______
NAME LOCATION

STINT ______________ TO ______________
START DATE END DATE

CONTACT: ______________________ POSITION: ______________________

INTRODUCTION: Hello, I am ______________________ Ruston/Tomany & Associates. We are conducting a study on behalf of the Government of Canada, Alberta and British Columbia on the Banff, Jasper, Yoho and Kootenay Parks.

1. Earlier you/(the manager) agreed to cooperate in this project by giving us permission to conduct interviews with Motorcoach visitors as they leave your establishment. We would like to conduct interviewing at your establishment for several hours one day over the next few days. Will any Motorcoach groups be leaving your establishment for the last time, that is checking-out between START DATE AND END DATE inclusive?

YES	1	
NO	2	THANK RESPONDENT. SELECT REPLACEMENT ESTABLISHMENT FROM YOUR SAMPLE LIST.

2. On which days, between START DATE and END DATE inclusive, are any Motorcoach groups checking out from your establishment? (PROBE TO ENSURE YOU HAVE INFORMATION ON ALL MOTORCOACH DEPARTURES OF THE WEEK. CIRCLE NUMBER OPPOSITE EACH DAY ON WHICH MOTORCOACHES DEPARTING.

SATURDAY
SUNDAY

SELECT DAY OPPOSITE LOWEST NUMBER CIRCLED.

3. We would like to conduct interviewing at your establishment on READ SELECTED DAY BETWEEN SELECTED TIME.

7:00 A.M. AND 9:00 A.M.	1	SELECT TIME PERIOD OPPOSITE NUMBER CIRCLED.
8:00 A.M. AND 10:00 A.M.	2	

RECORD: Interviewing will take place on:

______________________________ BETWEEN: ______________
DAY TIME TIMES

[illegible]

Ruston/Tomany & Associates Ltd. R/T 19151

OVERNIGHT CHARTER STINT SUMMARY SHEET

5-4
6-

22-
23-

ACCOMMODATION ESTABLISHMENT ____________________ 21- DATE: ______________ 24-
DAY MONTH YEAR 25-

SCHEDULED STINT TIME: 26-12 SUPERVISOR ____________

NUMBER OF BUSES LEAVING HOTEL/MOTEL ____________ 33- 34-

NUMBER OF BUSES FOR WHICH PASSENGER COUNTS OBTAINED ____________ 35- 36-

TOTAL NUMBER OF PASSENGERS WHO BOARDED BUSES FOR WHICH PASSENGER COUNTS OBTAINED ____________ 37- 38- 39-

40/54

NUMBER OF ~~COMPLETE~~ DISTRIBUTED INTERVIEWS ____________ 55- 56-

57/60

~~NUMBER OF INCOMPLETE INTERVIEWS~~ ____________ 61- 62-

~~NUMBER OF DISQUALIFIED SCREENERS~~ ____________

QUESTIONNAIRE NUMBER USED ____________

ACTUAL START AND FINISH TIMES FOR INTERVIEW

FROM ____________ AM PM TO ____________ AM PM

NUMBER OF CREW MEMBERS ____________ SCHEDULED ____________ ACTUAL

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below. If any asterisked conditions apply, or if visibility is reduced to less than 400 m (the distance from the interviewing area to the farthest traffic sign), interviewing should not take place. Refer to interviewing manual for information.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
Icy	3	3
Freshly plowed	4	4
Some snow	5	5
Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
Steady rain	6	6
Snow flurries	7	7
Steady snow	8	8
Blizzard	9	9

COMMENTS ____

____

____

OVERNIGHT CHARTER/BUS PASSENGER COUNT

LIST ALL MOTORCOACHES LEAVING ESTABLISHMENT TODAY

TICK ALL THOSE FOR WHICH COUNT OBTAINED AND WRITE IN NUMBER OF PASSENGERS

DEPARTURE TIME	BUS COMPANY NAME/NUMBER	COUNT OBTAINED	NUMBER OF PASSENGERS BOARDING BUS

Ruston/Tomany & Associates Ltd. R/T 19151

VALIDATION FORM

INTERVIEWER'S NAME: ____________________ DATE OF INTERVIEW: ____________

RESPONDENT'S NAME: ____________________

PROVINCE/STATE: ____________________

TELEPHONE #: ____________________

VALIDATED BY: ____________________ DATE: ____________

Hello, my name is ____________________ of Ruston/Tomany & Associates Ltd. One of our interviewers reported that he/she interviewed you on (READ DATE) about the National Parks in Alberta.

1. Were you at or near the National Parks (Banff/Jasper/Yoho/Kootenay) in Alberta on (READ DATE OF INTERVIEW)?

   YES ☐

   NO ☐ CHECK THAT YOU ARE SPEAKING TO THE CORRECT RESPONDENT. IF THE RESPONDENT CLAIMS THAT HE/SHE WAS NOT IN THE AREA, END INTERVIEW.

2. Do you remember taking part in this study?

   YES ☐

   NO ☐ CHECK THAT YOU ARE SPEAKING TO THE CORRECT RESPONDENT. IF RESPONDENT CLAIMS THAT NO ONE IN THE HOUSEHOLD WAS INTERVIEWED, END INTERVIEW.

3. The interviewer may have told you that we call a certain number of people to be sure that the interview was conducted correctly. First of all, was the interviewer polite and professional?

   YES ☐

   NO ☐ EXPLAIN: ____________________

4. What time of day did the interview take place?

   ____________________ TIME OF DAY

5. When you left the National Park(s), what type of transportation did you use?

   ____

THANK RESPONDENT AND END INTERVIEW.

CHECK THAT MODE OF TRANSPORTATION MATCHES WHAT IS INDICATED ON SCREENER. IF NOT CHECK BOX ☐.

Ruston/Tomany & Associates Ltd. R/T 19151

SPOT CHECK FORM

Stint Number ____________ Location ______________________

Date ____________________ Crew Banff ☐

Jasper ☐

Number of Completions: ______________ Field ☐

Interviewing:

Start Time ________________________ A.M. P.M. ________________ A.M. P.M.
Scheduled Actual

Finish Time ________________________ P.M. P.M. ________________ P.M. P.M.
Scheduled Actual

Count Times (For Highway) ____________________ A.M. P.M. ________________ A.M. P.M.
Actual Start Actual Finish

IF ACTUAL TIMES ARE NOT THE SAME AS SCHEDULED TIMES, INDICATE WHY.

Number of Crew

Scheduled________________________ Actual_____________________

IF SCHEDULED AND ACTUAL DIFFERENT, INDICATE WHY.

	As Required	Departure from procedures (Explain - Use reverse if required)
Highway		
Site Set-Up	☐	
Flagging procedures	☐	
Safety procedures	☐	
Other modes		
Respondent Selection	☐	
Coverage of site (all areas)	☐	
Counts obtained	☐	
Questionnaire		
Read as written	☐	
Skip patterns	☐	
Cards	☐	
Foreign language questionnaire	☐	
Mailback	☐	
Interviewers		
Properly attired	☐	
Pleasant/courteous	☐	
Supervision		
Monitoring interviews	☐	
Editing questionnaires	☐	
Summary sheets	☐	

Describe any problems with the site, or any other problems, or difficulties encountered.

RUSTON/TOMANY & ASSOCIATES LTD.

R/T 19151

STINT RECORD

IF STINT IS CANCELLED, RECORD.

Stint Number	Assigned Crew	Number of Comp.	Number of Pass-Throughs	Number of same Day	Q'naires checked	Date Q'naires Sent	Comments

Ruston/Tomany & Associates Ltd.

R/T 19151
5-6

HIGHWAY WINTER SUMMARY SHEET

6-

LOCATION ______________________ 21-

DATE ______________________ 22-
DAY MONTH YEAR 23-
24-
25-

SCHEDULED STINT TIME ______ AM PM TO ______ AM PM
26-
27-
28-
29-
30-
31-

SUPERVISOR ______________________

SUMMARY OF TRAFFIC COUNT

A.	TRANSPORT/LARGE TRUCKS	______	32-	33-	34-	35-
B.	BUS/COACH	______	36-	37-	38-	39-
C.	PRIVATE VEHICLES/SMALL TRUCKS (INCLUDES ALL TYPES OF MOTORIZED VEHICLES EXCEPT THOSE IN A. OR B. ABOVE)					
	TOTAL	______	40-	41-	42-	43-
	ALBERTA PLATES	______	44-	45-	46-	47-
	NON-ALBERTA PLATES	______	48-	39-	50-	51-
D.	PEDESTRIANS/CYCLISTS	______	52-	53-	54-	

TOTAL NUMBER OF QUESTIONNAIRES DISTRIBUTED ______________________

QUESTIONNAIRE NUMBERS USED ______________________
____

OFFICE USE ONLY

TOTAL NUMBER OF QUESTIONNAIRES RETURNED ______________________
55-
- COMPLETE INTERVIEWS ______________ 56-
57-
- SAME DAY VISITORS ______________ 58-
59-
- PASSTHROUGHS ______________ 60-
61-
- INCOMPLETES ______________ 62-

ACTUAL START AND FINISH TIMES

COUNTS ______________ AM PM TO ______________ AM PM

INTERVIEWING ______________ AM PM TO ______________ AM PM

IF START AND FINISH TIMES NOT SAME FOR COUNTS AND INTERVIEWING PLEASE EXPLAIN

____

____

____

NUMBER OF CREW MEMBERS ______________ SCHEDULES ______________ ACTUAL

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below. If any asterisked conditions apply, or if visibility is reduced to less than 400 m (the distance from the interviewing area to the farthest traffic sign), interviewing should not take place. Refer to interviewing manual for information.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
* Icy	3	3
Freshly plowed	4	4
* Some snow	5	5
* Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
* Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
* Steady rain	6	6
Snow flurries	7	7
* Steady snow	8	8
* Blizzard	9	9

COMMENTS ____________________

____

____

Ruston/Tomany & Associates Ltd.

R/T 19151

LOCATION ______________

SKIER COUNTS

DATE ______________

START ____________ A.M. P.M.

FINISH ____________ A.M. P.M.

PRIVATE VEHICLES

Alberta Plates

With Skis In Racks	No Skis

Non-Alberta Plates

With Skis In Racks	No Skis

Origin Unknown

With Skis In Racks	No Skis

Large Trucks/Transports

Buses/Coaches

Bikers/Hikers etc.

Ruston/Tomany & Associates Ltd. R/T 19151

5-3

SCHEDULED BUS STINT SUMMARY SHEET

6-

TOWN ____________________ 21- DATE ____________________ 22-
DAY MONTH YEAR 23-
24-
25-

SPECIFIED ________ AM 26-
DEPARTURE PM 27- SUPERVISOR ____________________
28-
29-
30-
31-

BUS # AND DESTINATION ______________________________ 32-

NUMBER OF PASSENGERS BOARDED _____ __ ___ 33- 34- 35/54

NUMBER OF COMPLETE INTERVIEWS __________ 55-
56-

- NUMBER OF INTERVIEWS WITH SAME DAY VISITORS (Q.12-C DID NOT SPEND ANY NIGHTS IN PARKS) __________ 57- 58-

- NUMBER OF INTERVIEWS WITH "PASS-THROUGH" (ASKED Q.8-11) __________ 59- 60-

NUMBER OF INCOMPLETE INTERVIEWS __________ 61-
62-

NUMBER OF DISQUALIFIED SCREENERS __________

QUESTIONNAIRE NUMBERS USED __________

ACTUAL START AND FINISH TIMES

INTERVIEWING __________ AM PM TO __________ AM PM

NUMBER OF CREW MEMBERS _____ _____ SCHEDULED __________ ACTUAL

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below. If any asterisked conditions apply, or if visibility is reduced to less than 400 m (the distance from the interviewing area to the farthest traffic sign), interviewing should not take place. Refer to interviewing manual for information.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
Icy	3	3
Freshly plowed	4	4
Some snow	5	5
Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
Steady rain	6	6
Snow flurries	7	7
Steady snow	8	8
Blizzard	9	9

COMMENTS ____

____

____

Ruston/Tomany & Associates Ltd. · R/T 19151

5-2

SCHEDULED TRAIN STINT SUMMARY SHEET

6-

TOWN ________ ______________ 21- DATE______________________ 22-
DAY MONTH YEAR 23-
24-
25-

SPECIFIED DEPARTURE ____________ AM PM 26- 27- 28- 29- 30- 31-

SUPERVISOR ______________________

TRAIN DESTINATION ______________________________ 32-

NUMBER OF PASSENGERS BOARDED ______________ 33- 34- 35/54

NUMBER OF COMPLETE INTERVIEWS ______ ______ 55- 56-

- NUMBER OF INTERVIEWS WITH SAME DAY VISITORS (Q.12-C DID NOT SPEND ANY NIGHTS IN PARKS) ______________ 57- 58-

- NUMBER OF INTERVIEWS WITH "PASS-THROUGH" (ASKED Q.8-11) ______ ________ 59- 60-

NUMBER OF INCOMPLETE INTERVIEWS ______________ 61- 62-

NUMBER OF DISQUALIFIED SCREENERS ______________

QUESTIONNAIRE NUMBERS USED ______________

ACTUAL START AND FINISH TIMES

INTERVIEWING ______________ AM PM TO ______________ AM PM

NUMBER OF CREW MEMBERS ______________ SCHEDULED ______________ ACTUAL

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below. If any asterisked conditions apply, or if visibility is reduced to less than 400 m (the distance from the interviewing area to the farthest traffic sign), interviewing should not take place. Refer to interviewing manual for information.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
Icy	3	3
Freshly plowed	4	4
Some snow	5	5
Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
Steady rain	6	6
Snow flurries	7	7
Steady snow	8	8
Blizzard	9	9

COMMENTS ____

____

____

Ruston/Tomany & Associates Ltd. R/T 19151

OVERNIGHT CHARTER STINT ASSIGNMENT

VERSION #:_____

ACCOMMODATION ESTABLISHMENT ______________________________ PHONE #:_______
NAME LOCATION

STINT ______________ TO ______________
START DATE END DATE

CONTACT: ____________________ POSITION: ____________________

INTRODUCTION: Hello, I am ______________________ Ruston/Tomany & Associates. We are conducting a study on behalf of the Government of Canada, Alberta and British Columbia on the Banff, Jasper, Yoho and Kootenay Parks.

1. Earlier you/(the manager) agreed to cooperate in this project by giving us permission to conduct interviews with Motorcoach visitors as they leave your establishment. We would like to conduct interviewing at your establishment for several hours one day over the next few days. Will any Motorcoach groups be leaving your establishment for the last time, that is checking-out between START DATE AND END DATE inclusive?

YES 1
NO 2 THANK RESPONDENT. SELECT REPLACEMENT ESTABLISHMENT FROM YOUR SAMPLE LIST.

2. On which days, between START DATE and END DATE inclusive, are any Motorcoach groups checking out from your establishment? (PROBE TO ENSURE YOU HAVE INFORMATION ON ALL MOTORCOACH DEPARTURES OF THE WEEK. CIRCLE NUMBER OPPOSITE EACH DAY ON WHICH MOTORCOACHES DEPARTING.

SATURDAY
SUNDAY

SELECT DAY OPPOSITE LOWEST NUMBER CIRCLED.

3. We would like to conduct interviewing at your establishment on READ SELECTED DAY BETWEEN SELECTED TIME.

7:00 A.M. AND 9:00 A.M. 1
8:00 A.M. AND 10:00 A.M. 2

SELECT TIME PERIOD OPPOSITE NUMBER CIRCLED.

RECORD: Interviewing will take place on:

______________________________ BETWEEN: ______________
DAY TIME TIMES

Ruston/Tomany & Associates Ltd. R/T 19151

OVERNIGHT CHARTER STINT ASSIGNMENT

VERSION #:_____

ACCOMMODATION ESTABLISHMENT ____________________ PHONE #:_______
NAME LOCATION

STINT ____________ TO ____________
START DATE END DATE

CONTACT: ________________ POSITION: ______________

INTRODUCTION: Hello, I am __________________ Ruston/Tomany & Associates. We are conducting a study on behalf of the Government of Canada, Alberta and British Columbia on the Banff, Jasper, Yoho and Kootenay Parks.

1. Earlier you/(the manager) agreed to cooperate in this project by giving us permission to conduct interviews with Motorcoach visitors as they leave your establishment. We would like to conduct interviewing at your establishment for several hours one day over the next few days. Will any Motorcoach groups be leaving your establishment for the last time, that is checking-out between START DATE AND END DATE inclusive?

YES	1	
NO	2	THANK RESPONDENT. SELECT REPLACEMENT ESTABLISHMENT FROM YOUR SAMPLE LIST.

2. On which days, between START DATE and END DATE inclusive, are any Motorcoach groups checking out from your establishment? (PROBE TO ENSURE YOU HAVE INFORMATION ON ALL MOTORCOACH DEPARTURES OF THE WEEK. CIRCLE NUMBER OPPOSITE EACH DAY ON WHICH MOTORCOACHES DEPARTING.

MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY

SELECT DAY OPPOSITE LOWEST NUMBER CIRCLED.

3. We would like to conduct interviewing at your establishment on READ SELECTED DAY BETWEEN SELECTED TIME.

7:00 A.M. AND 9:00 A.M.	1	SELECT TIME PERIOD OPPOSITE
8:00 A.M. AND 10:00 A.M.	2	NUMBER CIRCLED.

RECORD: Interviewing will take place on:

____________________ BETWEEN: __________
DAY TIME TIMES

Ruston/Tomany & Associates Ltd. R/T 19151

OVERNIGHT CHARTER STINT SUMMARY SHEET

5-4
6-

22-
23-

ACCOMMODATION ESTABLISHMENT ____________________ 21- DATE: ____________________ 24-
DAY MONTH YEAR 25-

SCHEDULED STINT TIME: 5:30 - 7:30 26-1 SUPERVISOR ____________
7:00 - 9:00 2
8:30 - 10:30 3
10:00 - 12 NOON 4

NUMBER OF BUSES LEAVING HOTEL/MOTEL ____________ 33- 34-

NUMBER OF BUSES FOR WHICH PASSENGER COUNTS OBTAINED ____________ 35- 36-

TOTAL NUMBER OF PASSENGERS WHO BOARDED BUSES FOR WHICH PASSENGER COUNTS OBTAINED ____________ 37- 38- 39-

40/54

NUMBER OF COMPLETE INTERVIEWS ____________ 55- 56-

57/60

NUMBER OF INCOMPLETE INTERVIEWS ____________ 61- 62-

NUMBER OF DISQUALIFIED SCREENERS ____________

QUESTIONNAIRE NUMBER USED ____________

ACTUAL START AND FINISH TIMES FOR INTERVIEW

FROM ____________ AM PM TO ____________ AM PM

NUMBER OF CREW MEMBERS ____________ SCHEDULED ____________ ACTUAL

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below. If any asterisked conditions apply, or if visibility is reduced to less than 400 m (the distance from the interviewing area to the farthest traffic sign), interviewing should not take place. Refer to interviewing manual for information.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
Icy	3	3
Freshly plowed	4	4
Some snow	5	5
Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
Steady rain	6	6
Snow flurries	7	7
Steady snow	8	8
Blizzard	9	9

COMMENTS ____________________

____

____

Ruston/Tomany & Associates Ltd.

OVERNIGHT CHARTER/BUS PASSENGER COUNT

LIST ALL MOTORCOACHES LEAVING ESTABLISHMENT TODAY

TICK ALL THOSE FOR WHICH COUNT OBTAINED AND WRITE IN NUMBER OF PASSENGERS

DEPARTURE TIME	BUS COMPANY NAME/NUMBER	COUNT OBTAINED	NUMBER OF PASSENGERS BOARDING BUS

Ruston/Tomany & Associates Ltd.

R/T 19151
5-7

SKI HILL SUMMARY SHEET

6-

LOCATION ____________________ 21-

DATE ____________________ 22-
DAY MONTH YEAR 23-
24-
25-

SCHEDULED STINT TIME ______ AM PM TO ______ AM PM 26-
27-
28-
29-
30-
31-

SUPERVISOR ____________________

SUMMARY OF TRAFFIC COUNT

A. TRANSPORT/LARGE TRUCKS ____________________ 32- 33- 34- 35-

B. BUS/COACH ____________________ 36- 37- 38- 39-

C. PRIVATE VEHICLES/SMALL TRUCKS (INCLUDES ALL TYPES OF MOTORIZED VEHICLES EXCEPT THOSE IN A. OR B. ABOVE)

TOTAL: SKIS ____________________ NO SKIS ____________________ 40-

ALBERTA: SKIS ____________________ NO SKIS ____________________ 44-

NON-ALBERTA: SKIS ____________________ NO SKIS ____________________ 48-

HIKERS/BIKERS: ____________________ 52-

TOTAL NUMBER OF QUESTIONNAIRES DISTRIBUTED ____________________

QUESTIONNAIRE NUMBERS USED ____________________

____

OFFICE USE ONLY

TOTAL NUMBER OF QUESTIONNAIRES RETURNED ____________________
55-
- COMPLETE INTERVIEWS ____________________ 56-
57-
- SAME DAY VISITORS ____________________ 58-
59-
- PASSTHROUGHS ____________________ 60-
61-
- INCOMPLETES ____________________ 62-

ACTUAL START AND FINISH TIMES

COUNTS ____________________ AM PM TO ____________________ AM PM

INTERVIEWING ____________________ AM PM TO ____________________ AM PM

IF START AND FINISH TIMES NOT SAME FOR COUNTS AND INTERVIEWING PLEASE EXPLAIN

____

____

____

NUMBER OF CREW MEMBERS ____________________ SCHEDULES ____________________ ACTUAL

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
Icy	3	3
Freshly plowed	4	4
Some snow	5	5
Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
Steady rain	6	6
Snow flurries	7	7
Steady snow	8	8
Blizzard	9	9

COMMENTS ____

____

____

Ruston/Tomany & Associates Ltd. R/T 19151

LOCATION_______________

SKIER COUNTS

DATE _______________

START ____________ A.M. P.M.

FINISH ____________ A.M. P.M.

PRIVATE VEHICLES

Alberta Plates

With Skis In Racks	No Skis

Non-Alberta Plates

With Skis In Racks	No Skis

Origin Unknown

With Skis In Racks	No Skis

Large Trucks/Transports

Buses/Coaches

Bikers/Hikers etc.

Ruston/Tomany & Associates Ltd.

R/T 19151

SKI COUNT SUMMARY SHEET

5-7
6-

DATE: ______________

BANFF

BANFF EAST GATE (EASTBOUND)

Scheduled Count Time ______________ A.M. P.M. TO ______________ A.M. P.M.
Actual Count Time ______________ A.M. P.M. TO ______________ A.M. P.M.
Count Supervisor ______________________________
PRIVATE VEHICLES
Alberta: Skis ______________ No Skis ______________
Non-Alberta: Skis ______________ No Skis ______________
Origin Unknown: Skis ______________ No Skis ______________
TRANSPORTS/TRUCKS ______________
BUSES/COACHES ______________
HIKERS/BIKERS ETC. ______________

KOOTENAY (EASTBOUND)

Scheduled Count Time ______________ A.M. P.M. TO ______________ A.M. P.M.
Actual Count Time ______________ A.M. P.M. TO ______________ A.M. P.M.
Count Supervisor ______________________________
PRIVATE VEHICLES
Alberta: Skis ______________ No Skis ______________
Non-Alberta: Skis ______________ No Skis ______________
Origin Unknown: Skis ______________ No Skis ______________
TRANSPORTS/TRUCKS ______________
BUSES/COACHES ______________
HIKERS/BIKERS ETC. ______________

YOHO (EASTBOUND)

Scheduled Count Time ______________ A.M. P.M. TO ______________ A.M. P.M.
Actual Count Time ______________ A.M. P.M. TO ______________ A.M. P.M.
Count Supervisor ______________________________
PRIVATE VEHICLES
Alberta: Skis ______________ No Skis ______________
Non-Alberta: Skis ______________ No Skis ______________
Origin Unknown: Skis ______________ No Skis ______________
TRANSPORTS/TRUCKS ______________
BUSES/COACHES ______________
HIKERS/BIKERS ETC. ______________

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
Icy	3	3
Freshly plowed	4	4
Some snow	5	5
Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
Steady rain	6	6
Snow flurries	7	7
Steady snow	8	8
Blizzard	9	9

COMMENTS ____________________

SKI COUNT SUMMARY SHEET

5-7
6-

DATE:____________

JASPER

JASPER EAST GATE (EASTBOUND)

Scheduled Count Time __________ A.M. P.M. TO __________ A.M. P.M.

Actual Count Time __________ A.M. P.M. TO __________ A.M. P.M.

Count Supervisor ____________________

PRIVATE VEHICLES

Alberta: Skis __________ No Skis __________

Non-Alberta: Skis __________ No Skis __________

Origin Unknown: Skis __________ No Skis __________

TRANSPORTS/TRUCKS _______________

BUSES/COACHES _______________

HIKERS/BIKERS ETC. _______________

WEATHER REPORT

Use one code in each column to record the forecast weather and the actual weather conditions at the stint. If the weather changes during the course of the stint, circle appropriate codes and explain the weather change under "comments", below.

SKY CONDITIONS	Forecast	Actual
Clear/sunny	11-1	13-1
Some clouds	2	2
Partly cloudy	3	3
Cloudy	4	4
Overcast	5	5

ROAD CONDITIONS	Forecast	Actual
Bare and dry	12- 1	14- 1
Wet	2	2
Icy	3	3
Freshly plowed	4	4
Some snow	5	5
Unplowed	6	6

TEMPERATURE	Forecast	Actual
Extremely Hot (+ 30° C.)	15- 1	17- 1
Hot (25-30° C.)	2	2
Warm (20-25° C.)	3	3
Medium (15-20° C.)	4	4
Cool (10-15° C.)	5	5
Cold (0-10° C.)	6	6
Extremely cold (- 0° C.)	7	7

WIND SPEED	Forecast	Actual
No winds	16- 1	18- 1
Light winds	2	2
Medium winds	3	3
Heavy winds	4	4
Gale/blizzard	5	5

PRECIPITATION	Forecast	Actual
None	19- 1	20- 1
Misty	2	2
Fog	3	3
Drizzle	4	4
Showers	5	5
Steady rain	6	6
Snow flurries	7	7
Steady snow	8	8
Blizzard	9	9

COMMENTS

Ruston/Tomany & Associates Ltd. R/T 19151

LOCATION ______________

SKIER COUNTS

DATE ______________

START ____________ A.M. P.M.

FINISH ____________ A.M. P.M.

PRIVATE VEHICLES

Alberta Plates

With Skis In Racks	No Skis

Non-Alberta Plates

With Skis In Racks	No Skis

Origin Unknown

With Skis In Racks	No Skis

Large Trucks/Transports

Buses/Coaches

Bikers/Hikers etc.

Volume

3

Ruston/Tomany & Associates Ltd.

ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

VISITOR USE AND PROFILE SURVEY

Technical Appendix

Section B, Volume 3: Detailed Field And Coding Procedures

Presented To: Travel Alberta

and

Canada/Alberta Tourism Agreement (CATA)

ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

VISITOR USE AND PROFILE SURVEY

Technical Appendix

Section B, Volume 3:
Detailed Field And Coding Procedures

Presented To: Travel Alberta

and

Canada/Alberta Tourism Agreement (CATA)

Presented By: Ruston/Tomany & Associates, Ltd.

February, 1989

TABLE OF CONTENTS

1. Interviewer Manual
2. Site Locations
3. Coding Manual
4. Code Lists

INTERVIEWER MANUAL

NATIONAL PARKS VISITOR SURVEY

- STUDY MANUAL -

JUNE, 1987

Ruston/Tomany & Associates Ltd.

TABLE OF CONTENTS

Study Overview
Highway Procedures
Train Procedures
Bus Procedures
Charter Procedures
Foreign Language Procedures
Special Winter Procedures
Road Set-Ups
Flagging And Safety

STUDY OVERVIEW

NATIONAL PARKS STUDY

PURPOSE:

The Federal Government and the Governments of Alberta and British Columbia wish to learn more about visitors to Banff/Jasper/Yoho/ Kootenay National Parks. With this in mind, they have hired Ruston/Tomany & Associates Ltd. to conduct a visitor exit survey. This survey will collect information on activities engaged in and expenditures made while in the Four Mountain Parks by non-residents of the parks. This information is vital in planning for the future of the Parks.

OVERVIEW:

Interviews will be conducted with visitors leaving the parks by road, train and bus. These interviews will take place at the six highway exits from the parks and at the bus and VIA rail stations in Banff, Lake Louise and Jasper. Interviews will also be conducted with passengers of chartered motorcoaches leaving from their last night's accommodations within the parks. Slightly different interviewing procedures will be required depending on the mode and type of traffic.

In addition, vehicles and passenger counts will be taken at each stint.

Although interviews will be administered in English, questionnaires will be available for self-completion in three additional languages (French, German and Japanese).

QUALIFIED RESPONDENTS:

In order to qualify for inclusion in the survey, potential respondents must:

- Reside outside the boundaries of the Four Mountain Parks; and
- Be leaving the parks and not returning on that same trip (i.e., before returning to their regular place of residence).

Non-residents of the parks will be excluded from the survey if they are:

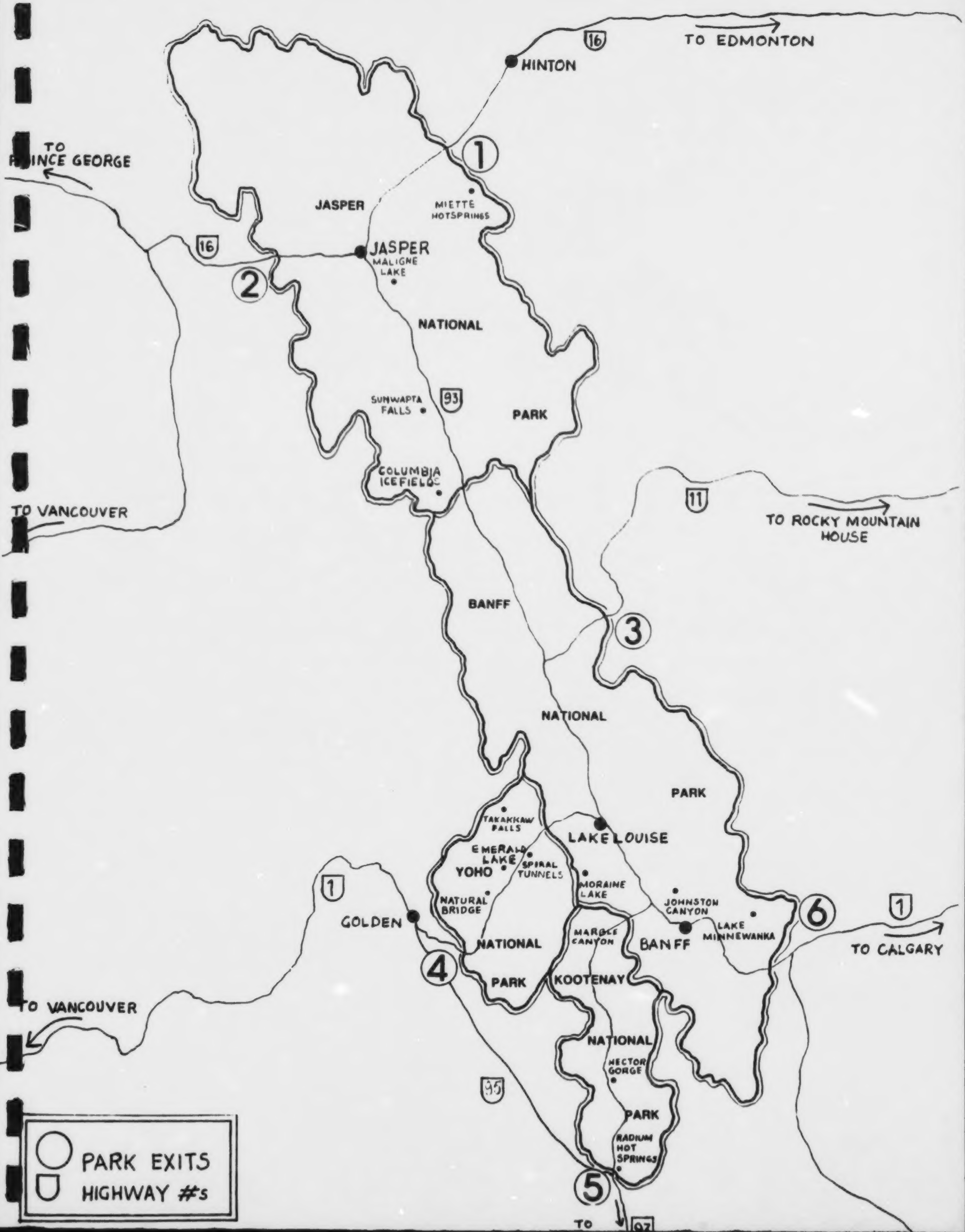
- In the parks on a sales calls, delivery or pick-up;
- Employees (part-time, full-time or temporary) of the Parks System or of any establishment located within the parks boundaries, or if they are immediate relatives of such employees;
- Operators or members of a crew working within the parks boundaries; and
- Commuting to or from work or school.

SCREENING RESPONDENTS:

The screening procedure is an extremely important part of the survey for two main reasons:

- It ensures that interviewing is conducted only with those people who qualify for inclusion in the study, based on the objectives of the survey; and
- It provides a way for keeping track of the number of contacts who do not qualify and the reasons why they do not. This information is used to project data collected from a sample of visitors to the parks so that they represent all visitors to the parks.

Improper screening procedures can invalidate the entire survey, so great care must be taken to follow screening instructions precisely.


16
TO EDMONTON
HINTON
TO PRINCE GEORGE
1
JASPER
MIETTE HOTSPRINGS
16
JASPER
MALIGNE LAKE
2
NATIONAL
SUNWAPTA FALLS
93
PARK
COLUMBIA ICEFIELDS
TO VANCOUVER
11
TO ROCKY MOUNTAIN HOUSE
BANFF
3
NATIONAL
PARK
TAKAKKAW FALLS
LAKE LOUISE
EMERALD LAKE
SPIRAL TUNNELS
YOHO
MORAINE LAKE
1
NATURAL BRIDGE
JOHNSTON CANYON
6
1
GOLDEN
MARBLE CANYON
LAKE MINNEWANKA
NATIONAL
BANFF
TO CALGARY
4
PARK
KOOTENAY
TO VANCOUVER
NATIONAL
HECTOR GORGE
95
PARK
RADIUM HOT SPRINGS
PARK EXITS
HIGHWAY #s
5
TO
93

June 1, 1987

To Whom It May Concern:

This is to inform you that the firm of Ruston/Tomany & Associates has been retained by the Federal Government, the Alberta Ministry of Tourism and Small Business and the British Columbia Ministry of Tourism, Recreation and Culture to conduct the National Parks Visitor Survey from June 15, 1987 to June 15, 1988.

This study involves interviewing visitors to the four National Parks (Banff, Jasper, Yoho and Kootenay) as they exit the Parks by road, train, scheduled bus and chartered bus. Interviews will be conducted at the six highway exits from the Parks, in most cases, at locations adjacent to the respective Park gates. Daytime traffic flow will be restricted to one lane, using accepted traffic survey procedures approved by the Alberta Ministry of Transport and Utilities and by the superintendents of the four Parks. A random sample of private vehicles will be pulled over to an interviewing site at the side of the road, and a brief questionnaire will be administered to the occupants.

Traffic counts will be conducted on random nights at each of the roadside interviewing locations, and will be conducted by crew members in a parked vehicle at each site.

These highway interviewing stints will take place:

- 26 times during the year at the Jasper Park East and West gates, the Yoho Park West gate and the Kootenay Park west gate;
- 12 times at the Banff Park east gate on Highway 11; and
- 44 times during the year in the vicinity of the Banff Park east gate on Highway 1.

.../2

Appropriate Parks Canada and R.C.M.P. personnel will be notified, in advance, of the time and location of each highway stint.

Any enquiries concerning the National Parks Visitor Survey should be directed to:

Enid Markus
Alberta Ministry of Tourism and Small Business
(403) 427-4322

Jim Lee
British Columbia Ministry of Tourism,
Recreation and Culture
(604) 387-1428

Doug Chambers
Parks Canada, Western Region Office
(403) 292-4762

John Corbett
Ruston/Tomany & Associates Ltd.
(416) 977-1533

The data we collect during the National Parks Visitor Survey will be extremely important in planning for the future. Any cooperation given our interviewing crews would be greatly appreciated.

Yours sincerely,

John Corbett
Project Director
National Parks Visitor Survey

JC/sm

TOURISM, RECREATION AND CULTURE
1117 Wharf Street, Victoria, British Columbia V8W 2Z2

June 17, 1987

To Whom It May Concern:

The Ministry of Tourism, Recreation and Culture in British Columbia, in association with Travel Alberta, is undertaking a National Park Utilization Study. The Study's purpose is to measure the volume and value of visitors, obtain market information on visitor characteristics, determine current patterns of use and identify motivations for visiting Yoho and Kootenay National Parks.

Ruston/Tomany and Associates Limited will be undertaking the research which involves interviewing a sampling of visitors during the coming year. From time to time the field staff will require your cooperation in this matter. Any assistance that you are able to offer will be most appreciated.

I am confident that we can all work together in making this a successful project!

Yours truly,

Jim Lee

Jim Lee
Director
Research Services Branch

JL/LG

Environment Canada Environnement Canada
Parks Parcs

P.O. Box 2989 Station "M"
220 - 4th Avenue S.E.
Calgary, Alberta
T2P 3H8

Our file Notre référence
C8380-1
Your file Votre référence

May 15, 1987

Mr. John Corbett
Ruston/Tomany & Associates Ltd.
111 Elizabeth Street
Toronto, Ontario
M5G 1P7

Dear Mr. Corbett:

Re: Visitor Surveys
Banff, Jasper, Kootenay, and Yoho National Parks

I understand that your firm is under contract with Travel Alberta to conduct visitor surveys in Banff and Jasper National Parks and that a decision has been made recently to extend this survey to include Kootenay and Yoho National Parks. Environment Canada - Parks fully supports this intitiative and will co-operate with you in this endeavour.

As you are aware, field procedures will be subject to approval by the respective Park Superintendents. I understand that you have already had meetings in Banff and Jasper and arranged for liability insurance. When the field trial scheduled for Banff next week has been completed I will be in a position to issue you with a "letter of authorization", as you have requested, to proceed with the survey as scheduled.

Yours sincerely,

Steve Kun
Director General
Western Region

Canada

HIGHWAY PROCEDURES

HIGHWAY PROCEDURES

At all times, proper equipment must be used by interviewers at highway stints. This includes:

- Fluorescent safety vest
- Fluorescent hard hat
- Name tag
- Stop/slow paddle for flagger
- White overalls for flagger

Sites must be set up as specified in the interviewer's manual. All sites have been selected and all set-ups designed very carefully with the interviewers' and respondents' safety in mind. For this reason, it is crucial that procedures are followed exactly as outlined. See "Roadside Signing and Set-ups" for detailed information.

The crew must arrive at each site 30-40 minutes in advance of the stint start time in order to set up. Between 20-30 minutes will be required at the end of each stint to take down the equipment.

Counts must begin precisely on time even if for some reason, interviewing cannot begin immediately. Counts should continue on to the end of the stint if at all possible even if interviewing is terminated for some reason.

The first qualifying vehicle will be flagged into the screening/ interview location for screening. If the vehicle does not qualify for the study, it will be directed back into traffic. At some stints, the vehicle may require assistance from an interviewer/flagger to get back into the stream of traffic.

If the vehicle qualifies, the interviewer will proceed with the interview.

FLAGGER

The flagger is responsible for slowing down traffic, selecting vehicles for interviewing and directing the selected vehicles into the screening or interviewing areas as required.

All vehicles qualify for screening (cars, small trucks or vans, motorcycles, recreation vehicles, bicycles, etc.) with the exception of large commercial trucks, transport trucks and buses.[1]

The flagger will determine when the next vehicle should be selected based on the progress in the interviewing area. After an interview is completed, interviewers may need a minute or two to check their work and organize their materiaals. The Flagger should wait for the interviewer to signal that he/she is ready for another vehicle before sending one in to the unoccupied interviewing location.

As soon as it is determined that a vehicle is required the flagger will select the next qualified vehicle which approaches the interviewing site.

Using the accepted procedures for flagging, this person will then direct the vehicle into the screening/interviewing area. Care must be taken that following vehicles do not automatically follow the selected vehicle into the interviewing site. See the attached "Alberta Flagperson's Handbook" and "British Columbia Flagging Guide" for detailed procedures.

---

[1] In addition, police vehicles, emergency vehicles, taxis, and Parks Canada vehicles will not be diverted.

COUNTER

The counter will record all vehicles as they pass. All vehicles must be counted whether they were diverted for interviewing or not.

In the upper right-hand corner of the Roadsite Count Sheet, the counter will record the location, date and start and finish time.

If more than one Count Sheet is required in a stint, the start time recorded on the additional stints is the actual time when that sheet is being started, not the stint start time.[1]

Separate counts must be made of private vehicles with Alberta plates and those with non-Alberta plates. For the purpose of this survey, private vehicles are:

- Automobiles, vans, Light trucks and Pickups (even if they have commercial identification)
- Truck campers, Motorhomes and R.V.s.
- Motorcycles

If the counter is unable to discern the licence plate of a passing private vehicle, record it under "origin unknown".

Bicycles and hikers are to be recorded in their respective boxes. Record each bicycle and each hiker as a separate count.

---

[1] Before field work started, this counting procedure changed to reflect the need for comparability with mechanical counters. Count sheets were started on the hour, and a new count sheet was used for each hour or fraction of an hour.

All transports and heavy trucks will be counted together, regardles of origin. For the purposes of this survey, a heavy truck or a transport is defined as:

- Any vehicle (other than private vehicles) with more than two axles (such as a tractor/trailer combination or a large flat-bed truck).

- Any two-axled truck larger than a box van (such as a large delivery truck).

By the same token, buses and motorcoaches will be counted together, regardless of origin. These will include school buses, charter buses and military transport buses as well as scheduled buses. However, a school bus that has been converted to a camper or motorhome will be counted under private vehicles.

Counts will be kept by bar-gating or making stick counts in the appropriate boxes, rather than by writing in numerals.

At the end of the stint, the total number of vehicles counted must be tabulated and recorded on the Stint Summary Sheet under the appropriate headings.

If interviewing is suspended for any length of time due to road or weather conditions, the count should continue for the entire stint.

It is recommended that the counter rotate to a different (non-counting) position after no more than one hour of straight counting.

INTERVIEWERS

The responsibilities of the interviewers are as follows:

- Observe all safety procedures designed for roadside interviewing.
- Wear all appropriate safety equipment.
- Arrive at the site at least 30 minutes prior to the stint start time to set up the signage and cones.
- Screen vehicles as available and proceed with interviewing as appropriate.
- Rotate positions with the counter and flagger, if necessary.
- Remove signs and cones at the end of the stint.

STINT SUPERVISOR

The stint supervisor will be responsible for all field details necessary for the successful completion of all interviewing stints. The supervisor's duties and responsibilities will be to:

- Verify that conditions at the site are suitable for interviewing prior to departure of the crew. This includes contacting the local warden's office or Parks Canada contact for weather information at the site. Notify the Study Manager immediately if a stint is cancelled.

- Arrange for pick-up and transportation of crew and equipment and ensure that the crew arrives in sufficient time to set-up the equipment before operations are scheduled to begin. Remember that the stint start time is the time that interviewing is scheduled to begin. Any site set up required must be completed prior to this start time.

- Maintain a high standard of safety, ensuring that the prescribed safety vests and helmets are worn at all times and that the prescribed traffic control and interviewing procedures are followed. Flaggers should wear the white coveralls we have provided for extra visibility. These coveralls should be washed when necessary.

- Ensure that the specified number of interviewers are at each stint.

- Ensure that the traffic signs and traffic cones are placed at the prescribed distance and in the prescribed manner, referring to the site set-up plan drawn at the first stints.

- Pre-record a number of screening sheets to save time at the stint. Maintain control over the questionnaires used at the stint by monitoring questionnaire numbers being used.

- Assign the place for each crew member to work and ensure that each member is properly supplied and is ready to start at the scheduled time.

- Work as an interviewer when circumstances dictate.

- Set up a rotation system for crew members so the responsibility for flagging and tallying, which are expected to be the most tiring tasks, is shared and so all crew members have adequate relief periods when they are necessary.

- Decide when interviewing is to be suspended due to inclement weather and report such incidents on the Stint Summary Sheet. (The major factor to be considered is the safety of interviewers and motorists.)

- Check questionnaires during and after the stint to ensure they are being properly executed.

- Complete the Stint Summary Sheet.

- Complete the weather report form on the back of the stint summary sheet for every stint.

- Ensure that all cones and roadside signs are removed from the highway when the stint is over.

- Assume responsibility for all equipment, including storage of signs and cones between stints.

- If applicable, assume all responsibility for the company vehicle.

- Maintain good relations between study crews and local authorities, including local Parks Officials and the local R.C.M.P. Detachments.

- Inform the local Study Manager about any difficulties or problems or any departures from study procedures.

- Send the week's completed questionnaires to the Study Manager weekly.

In addition, every time a highway stint is to take place in a particular Park, Parks Canada authorities and the R.C.M.P. Detachment in that Park must be notified in advance. the procedures for each of the four Parks are listed below.

Banff National Park

Several hours before the highway stint is to take place, or, in the case of an early morning stint, the night before, call the Parks Superintendent's office in Banff and notify Don Sears, Chief of Visitor Services as to the time and location of the stint. The R.C.M.P. Detachment in Banff must also be notified.

Don Sears
Chief of Visitor Services
Park Headquarters, Banff
(403) 762-3324

R.C.M.P. Dispatch
Banff, Alberta
(403) 762-2228

Jasper National Park

Several hours before the stint takes place, or the night before if it is an early morning stint, call the Park Headquarters and notify Grant Potter, Acting Chief of Visitor Services, or Red Karley, Gateway Supervisor, telling them the time and location of the stint. The N.C.O. i/c (non-commissioned officer in charge) at the Jasper R.C.M.P. Detachment must also be notified.

Grant Potter
Acting Chief of Visitor Services
or
Red Karley
Gateway Supervisor
Park Headquarters, Jasper
(403) 852-6161

N.C.O. i/c
R.C.M.P. Detachment
Jasper, Alberta
(403) 852-4421

Yoho National Park

On the way to the stint location, call or stop in at Park Information East (located at the Kicking Horse campground east of Field, B.C.) and notify Park personnel of the time and location of the stint. If Information East is closed, phone Judy Otton, Chief of Visitor Services, at Park Headquarters. The R.C.M.P. Detachment in Field must also be notified.

Park Information East
or
Judy Otton, Chief of Visitor Serivces
Park Headquarters, Field, B.C.
(604) 343-6324

Corporal Bob Thornton
R.C.M.P. Detachment
Field, B.C.
(604) 343-6316

Kootenay National Park

Several hours before a highway stint is to take place, or, in the case of an early morning stint, the night before, call the Park Headquarters in Radium Hot Springs and notify Warden Byron Irons as to the time and location of the stint. The R.C.M.P. Detachment in Radium Hot Springs must also be notified.

Byron Irons
Park Wardens Office
Radium Hot Springs, B.C.
(604) 347-9361

Corporal Peterson
R.C.M.P. Detachment
Radium Hot Springs, B.C.
(604) 347-9393

If any of the above contacts are unavailable, leave messages where possible. It is very important that we maintain the co-operation of Parks authorities and the R.C.M.P. through out the course of this study. Alterting them in advance to stints will help ensure this co-operation continues.

REMEMBER. National Parks Superintendents or their representatives have the final authority over everything we do in the Parks. Their word is law.

SAFETY TIPS FOR ROADSIDE INTERVIEWING

- Wear all appropriate safety equipment at all times when interviewing (e.g., flourescent safety vest, flourescent hard hat, and name tag.) In wet weather, wear a flourescent rain slicker with the safety vest on top.

- Do not wander back and forth in the screening area or flagging area. Pick a safe position and maintain it.

- Never step back into moving lanes of traffic; stay within the area bounded by the safety cones.

- Absolutely no horseplay or roughhousing while interviewing.

- Be alert at all times. Some driver may decide to ignore the safety cones. They are only there as a warnings; they will not protect you from an inebriated motorist.

- Make sure that traffic is clear before waving a diverted car back into traffic.

- Bring a range of clothing with you to the highway site. The weather in the Parks can be very changeable, and temperatures may drop 30 degrees centigrade during the course of single stint.

NIGHT OBSERVATION STINTS

A sample of nighttime observation stints is included in the study in order to record the composition of traffic travelling during the night when interviewing is not possible for safety reasons. Two interviewers will record vehicle counts in terms of numbers of private vehicles and numbers of transport vehicles. A separate count of those vehicles which cannot be identified will also be kept.[1] A separate nighttime count sheet is provided for this purpose.

Interviewers will remain in their vehicle during the five hour stint and record the counts from there. At all times, the vehicle should have its low lights on and be stationed in a safe location, out of the way of traffic. All nighttime observation stints will be located at or near the Park gates.

Two interviewers are required at each night stint for safety reasons and to share responsibilities for counts. This can be done in whatever way best suits the pair of interviewers. Each crew will be issued a heavy duty flashlight to be taken to each night stint. This can be used to help identify any questionable vehicle types. Please remember not to shine the light directly at the driver but rather on the side or back of the vehicle.

At the end of the stint, complete a night summary sheet.

---

[1] In addition, observation crews attempted to group traffic by Alberta/non-Alberta origin, but this was only partially successful, due to unequal lighting conditions at Park gates.

STINT SUMMARY SHEET

Each mode of exit has a specially designed Stint Summary Sheet to be completed by the stint supervisor at the end of each stint. This stint summary is crucial to the timely monitoring of key study elements.

This section will clarify key points in completing these forms. Several of the summary sheets for different modes have features in common and the comments supplied here apply to all modes with these items unless specified otherwise.

Highway Stint Summary

Record location. date, time and supervisor's name.

Transfer the total figures from the count sheet for each of the four vehicle categories. Remember to record the breakdown of private vehicles into Alberta and non-Alberta vehicles.

Record number of completed interviews in total:

- Of total completions, indicate how many interviews were with same day visitors (Q.12-c), Code 000 circled) and how many are pass-throughs (Q.8 through 11 have been administered).

Additionally, record the number of incomplete interviews.

Record actual start and finish time for the vehicle counts and interviewing. If start and finish times are not the same for the counts and the interviewing or the same as the scheduled stint time, explain why in the space provided.

Record the number of crew members scheduled to attend the stint and the number who attended. If these two numbers are not the same, explain why on the bottom or back of the summary sheet.

Scheduled Train/Bus

Record the time of the specified departure. This should be the original time as specified in the stint schedule. If, say the 1:00 bus was delayed until 3:00, write in the original time (1:00). Indicate the bus number and destination (for bus and train).

Indicate number of passengers which boarded the bus/train at that station for the first time (i.e. not reboarded). This count will either be obtained from the station personnel or from interviewer counts (in Lake Louise).

Overnight Charter

Record name of accommodation. Circle scheduled stint time.

Transfer number of charter buses leaving the property that day from the charter bus count sheet.

Indicate the number of buses for which passenger counts were obtained. This should include all buses leaving within the scheduled stint time and any other buses where possible.

Indicate the total number of passengers for each bus included above.

Ruston/Tomany & Associates Ltd. R/T 19151

NATIONAL PARKS STUDY
Interviewer's Instructions
(Roadside)

PURPOSE:

The Federal Government and the Governments of Alberta and British Columbia wish to learn more about visitors to Banff/Jasper/Yoho/ Kootenay National Parks. With this in mind, they have hired Ruston/Tomany & Associates Ltd. to conduct a visitor exit survey. This survey will collect information on activities engaged in and expenditures made while in the Four Mountain Parks by non-residents of the parks. This information is vital in planning for the future of the Parks.

OVERVIEW:

Interviews will be conducted with visitors leaving the parks by road, train and bus. These interviews will take place at the six highway exits from the parks and at the bus and VIA rail stations in Banff, Lake Louise and Jasper. Interviews will also be conducted with passengers of chartered motorcoaches leaving from their last night's accommodations within the parks. Slightly different interviewing procedures will be required depending on the mode and type of traffic.

In addition, vehicles and passenger counts will be taken at each stint.

Although interviews will be administered in English, questionnaires will be available for self-completion in three additional languages (French, German and Japanese).

QUALIFIED RESPONDENTS:

In order to qualify for inclusion in the survey, potential respondents must:

- Reside outside the boundaries of the Four Mountain Parks; and
- Be leaving the parks and not returning on that same trip (i.e., before returning to their regular place of residence).

Non-residents of the parks will be excluded from the survey if they are:

- In the parks on a sales calls, delivery or pick-up;
- Employees (part-time, full-time or temporary) of the Parks System or of any establishment located within the parks boundaries, or if they are immediate relatives of such employees;
- Operators or members of a crew working within the parks boundaries; and
- Commuting to or from work or school.

SCREENING RESPONDENTS:

The screening procedure is an extremely important part of the survey for two main reasons:

- It ensures that interviewing is conducted only with those people who qualify for inclusion in the study, based on the objectives of the survey; and
- It provides a way for keeping track of the number of contacts who do not qualify and the reasons why they do not. this information is used to project data collected from a sample of visitors to the parks so that they represent all visitors to the parks.

Improper screening procedures can invalidate the entire survey, so great care must be taken to follow screening instructions precisely.

ROADSIDE
Interviewing Instructions

SCREENER:	Stint location and date should be pre-recorded to save time. Remember to record the time interviewing begins. Introduce yourself and immediately begin with Q.1. If respondent refuses to be interviewed before screening, circle Code 1 in the box provided and save screener.
Q.1	Record numbers of vehicle occupants in the two age groups in the spaces provided. If you cannot do this by observation, ask the driver to tell you.
Q.2-a)	Hand Card 1. If no one in the vehicle fits into the four categories, circle "none" (Code 1) and skip to Q.3. If anyone in the vehicle is on sales call/delivery/pick-up, is a member of a work crew or an employee in the parks, or is commuting to or from work or school (Codes 2, 3 or 4), thank respondent, terminate interview and save screener. If anyone in the vehicle is a permanent or seasonal resident in the parks (Code 5), ask Q.2-b).
Q.2-b)	If everyone in the vehicle is a permanent or seasonal resident in the Parks, thank respondent, terminate interview and save the screener. If there are non-residents in the vehicle, ask Q.2-c) and -d).
Q.2-c)	Write number of Parks residents 16 years and over in the space provided, or record "none".
Q.2-d)	Write number of Parks residents under 16 years in the space provided, or record "none".
Q.3	If there is only one person in the vehicle 16 years and over, skip to Q.4. If there is more than one person (16 and over) in the vehicle, ask Q.3 in order to select the respondent for the rest of the questionnaire.
Q.4	Hand Card 2 (map and parks boundaries and exits). If respondent plans to re-enter one of the four parks before they return home, thank respondent, end interview and save screener. Everyone who passes this point is a qualified respondent, and will continue with the rest of the interview. If, after screening, the respondent refuses to be interviewed further, circle Code 1 in the box provided and save screener.

QUESTIONNAIRE:

Q.5	Straightforward. If respondent lives in a rural area, record nearest town or city to his residence.
Q.6-a)	If respondent is on a camping trip or outdoor tour, and is not visiting any towns, ask him to indicate the town or city nearest the point on his trip when he will be farthest from home.
Q.6-b)	Straightforward. Circle one code only.
Q.6-c)	Hand Card 3. If respondent cannot give one main purpose only, record as many as apply.
Q.7-a)	Hand Card 2.(map of parks and exits). Circle Code 2 for the Park at whose exit you are interviewing, and ask respondent Q.7-a) for each of the other three Parks. Please make sure respondent understands the map and that he is aware of where one park ends and another begins. Some respondents may not realize that there are four separate parks included in the Four Mountain Parks system. It may assist the respondent to know that Yoho National Park extends from the Kicking Horse Pass along the Trans Canada to just outside the town of Golden, B.C. and that Kootenay National Park extends from the Vermilion Pass along Highway 93 to just outside the town of Radium Hot Springs, B.C. By the same token, Jasper National Park extends from the Athabasca Glacier north to the Town of Jasper and Banff National Park extends south from the Athabasca Glacier to the Town of Banff.
Q.7-b)	Straightforward. Be sure to ask this question for each Park entered (Code 2 in Q.7-a), including the Park where you are interviewing.
Q.7-c)	Ask this question for each Park entered (Code 2 in Q.7-a) and record answer under the appropriate Park heading. If respondent spent time, money or went sightseeing in any Park (any Code 1 circled) he is a Visitor. These respondents skip directly to the Visitor Section (Q.12 to the end of the questionnaire). If no time/money spent/went sightseeing in any Park (no Code 1 circled), ask Q.7-d).
Q.7-d)	If respondent did not stop at all in the Parks to purchase food/gas or spend money (Code 2), he is a Pass-Through. These respondents skip directly to the Pass-Through Section (Q.8 to 11)).
Q.7-e)	Straightforward. Circle the appropriate codes for each Park in which respondent stopped for food/gas or to spend any money.

PASS-THROUGH SECTION

Q.8

We are interested in knowing the total number of nights the respondent will be away from home on his entire trip. If no nights will be spent away from home (i.e., if it a day-trip only), circle Code 000.

Q.9

Have respondent look at the map (Card 2) once again. The six highway entrances to the parks are indicated by numbers from 1 to 6. If necessary, remind respondent of the location where he is being interviewed. Remember, we are interested in finding out where the respondent entered the parks for the first time since leaving home on his current trip.

For example, the respondent may be on a long touring vacation that took him from Vancouver to Calgary and he may be returning home to Vancouver through the parks. We are interested in where he entered the parks originally on his way to Calgary, not just where he entered on his way home to Vancouver. In some cases, this original entrance into the parks may have occurred several weeks or months prior to the time when he is being interviewed, and he may need to refresh his memory about it. Therefore, be sure he understands we want to know about the first time he entered the parks since leaving his regular place of residence.

This applies to all subsequent questions in the interview. We want to know abut all activities, expenditures, etc. in the parks since the respondent originally left home.

Q.10-a)

Let respondent refresh his memory by referring to the calendar, if necessary.

Q.11.

Straightforward. Circle one code only.

ALL PASS-THROUGH RESPONDENTS NOW SKIP DIRECTLY TO DEMOGRAPHICS SECTION (Q.21 TO END OF QUESTIONNAIRE).

VISITOR SECTION

Q.12-a)	Refer back to Q.6-b) on page 3. If National Parks System is the main destination of respondent's trip, skip to Q.12-b). If Parks system is not the main destination of trip, ask Q.12-a). Hand respondent Card 2 again. We are interested in knowing the main purpose of his trip to the National Parks. if respondent cannot give one main purpose only, record as many as apply.
Q.12-b)	Again, as with the Pass-Through respondents, we want to know how many nights will be spent away from home on the respondent's entire trip. If no nights were spent away from home (i.e., it is a day-trip only, circle Code 000 and skip to Q.14). If nights were spent, ask Q.12-c).
Q.12-c)	We are interested in knowing how many nights were spent in the National Parks. If no nights were spent in the parks, circle Code 000 and skip to Q.14. If nights were spent, ask Q.13.
Q,13-a) to -c)	Ask these questions of everyone who spent at least one night in anyone of the four parks.
Q.13-a)	Make sure respondent tells you the name and the location of each accommodation stayed in the parks (i.e., "Alpine Motel in Banff" or "Castle Mountain campground near Lake Louise").
Q.13-b)	Use the Legend to describe the type of accommodation stayed in, and circle one code for each.
Q.13-c)	Write in number of nights stayed in each. Check back to be sure total number of nights spent in Q.13-c) equals number of nights spent in the Parks in Q.12-c). N.B. If more than one type of accommodation stayed in at a particular location (i.e., two motels in Banff), be sure to ask -a), -b) and -c) for each accommodation.
Q.14 to 18	These questions deal with expenditures made by everyone in the vehicle while in the parks and with expenditures which were pre-paid before arriving in the parks which revert to the parks. Please follow instructions carefully. Pre-paid expenditures are dealt with first, then expenditures made while actually in the parks. It may be necessary for the respondent to enlist the help of other occupants of the vehicle in order to remember all expenses made by everyone in the vehicle.

Q.14-a)	This question will determine whether, in fact, any expenditures on the trip through the parks were pre-paid. The majority of visitors will not have any pre-paid expenditures and will be able to skip to Q.18, which deals with non pre-paid expenditures in the parks. For those respondents who did pre-pay some expenditures (i.e., motel accommodation, park entrance fees, etc.), information is collected first on pre-paid packages or tours (i.e., two or more items or services including at least one non-transportation item, which were paid for as one package deal before arriving in the parks) and then information is collected on individual non-package pre-paid expenses.
Q.14-b)	Hand Card 6. Respondent (or anyone in vehicle) must have pre-paid expenses for at least 2 of the items on this card for it to constitute a package. If only one item on the card was pre-paid, skip to Q.17.
Q.15-a)	Still referring to Card 6, ask respondent which items on it were pre-paid as part of his package and circle all codes that apply. If no non-transportation items (Codes 5 to 9) are circled, skip to Q.16.
Q.15-b)	If air, train, bus or boat are mentioned in Q.15-a), we are interested in knowing where the respondent boarded originally. Thus, if he says is package included air fare from Los Angeles, we want to know that he boarded the air portion of his package there.
Q.15-c)	We are interested in knowing the number of nights away that were included in the package. If respondent's package included air, bus and accommodation for a two-week tour, that would be 14 nights included in the package. If the package included air, bus and car rental, but no accommodation, but his air ticket and car rental were for a two-week tour, that would still be 14 nights, even though no night-time accommodation is included. If the package consists of a one-day bus tour which includes lunch on the way, it would be a package but no nights would be included. In this kind of situation, write in "none" in the space provided and skip to Q.15-e).
Q.15-d)	For those whose package included nights,we want to know how many were spent in the parks. If none, write this in the space provided.
Q.15-e)	We want to know the total cost of the package for all the people in the vehicle who were included in the package. Be sure to circle the currency respondent is using.
Q.15-f)	This will be the total number of people that are covered by the package deal.

Q.16 and 17	These questions cover individual pre-paid items or services not included in the package discussed in the previous question.
Q.16	This will determine whether or not the respondent had any other pre-paid expenditures, other than the package discussed earlier. Those with no other pre-paid items skip to Q.18.
Q.17-a)	Hand Card 7. Record any items or services which were pre-paid individually before arriving in the parks, that is, items or services which were pre-paid separately from any package deal which respondent may have bought. Circle one code for each item or service which applies, under Q.17-a) in the grid. For each item mentioned in Q.17-a), ask Q.17-b) to 17-e).
Q.17-b)	We would like to know the total amount for each person in the vehicle who is included in each pre-paid item. Write amount in space provided.
Q.17-c)	Indicate currency respondent is using.
Q.17-d)	For each of accommodations, food/beverage and entertainment, etc. mentioned in Q. 17-a), ask Q.17-d). Of course, if the item in Q.17-a) is food/beverage or entertainment, the term "nights" does not apply. However, in this case, "nights" means how many days worth of food/beverage or entertainment were included in the pre-paid price in total. Record under -d) below. If no nights were included, skip to Q.18.
Q.17-e)	For each item in -d) which included nights, (or days) ask Q.17-e), and record under -e), below.
Q.18-a) to -d)	These questions deal with all expenditures made while actually in the parks, whether by cash, cheque or credit card. Be sure the respondent, when giving you these amounts, does not include any of the pre-paid expenditures discussed in Q.14 to 17. All amounts apply to everyone in the vehicle in total.
Q.18-a)	Hand Card 8. For each item on the card which does not apply, circle the appropriate code under "none". For each item which does apply, write amount in the appropriate space and specify the currency (if other than Canadian dollars) in the space provided.
Q.18-b)	If retail purchases total more than $300 in Canadian currency or $200 in U.S. currency, ask Q.18-b). If retail purchases do not total more than $300 Canadian or $200 U.S., skip to Q.19.
Q.18-c)	If any items individually cost more than $300 Canadian or $200 U.S., ask Q.18-c) and itemize them and indicate the cost of each.

Q.18-d)	If respondent is unable to break down his expenses, ask Q.18-d) and write in total amount, specifying the currency used.
Q.19-a)	Refer back to Q.7-a). If respondent entered Banff and/or Jasper National Parks, ask Q.19-a, -b) and -c). All others skip to Q.20. On this and the other open-ended question, probe thoroughly.
Q.19-b)	Read list. Circle one code only.
Q.19-c)	Probe thoroughly.
Q.20	Read list. Circle one code only.

DEMOGRAPHICS SECTION

Q.21 to 24	This section gathers demographic information on respondents so that we can classify our data into statistical groupings. All respondents will be asked these questions.
Q.21	Hand Card 9. We are interested in knowing the age and sex of all occupants of the vehicle. Ask of each respondent, from oldest to youngest. Circle one code for each occupant. Observe sex of each occupant. Do not ask unless necessary.
Q.22	Hand Card 10. Circle one code for respondent only.
Q.23	We are only interested in the type of job and the type of company the respondent works for. If respondent is retired, check the box provided. If respondent is not employed (i.e., student, homemaker, unemployed, between jobs, etc.), record this in the space provided for type of job.
Q.24	Be sure to get postal code of respondent. If U.S. resident, be sure to get zip code. Get respondent's phone number and area code. You may assure respondent that name/address/phone number will be held in the strictest confidence and will only be used for verification purposes. Under no circumstances will respondent end up on somebody's mailing list.
Vehicle Type	Record vehicle type and type of towed equipment (if any) after you have completed the interview.

MAILBACK QUESTIONNAIRE:

If respondent is a Pass-Through (i.e. all code 2s in Q.7-c), and he answered Q.8 to 11) he will not be given a mailback questionnaire. In this case, thank the respondent and hand him the Alberta souvenir.

All others (i.e. Visitors who answered the visitor section, Q.12 to 20) will be given a mailback questionnaire dealing with the activities they engaged in while in the Parks.

We want the respondent to fill out this separate questionnaire and mail it back to us, using the pre-addressed envelope. Make sure respondent knows he does not need postage stamps to mail it back to us (if it is mailed from the U.S. or Canada).

N.B. If respondent is from the U.S., you will give him a second pre-addressed envelope with U.S. postage stamps already on it. In this case, make sure respondent knows that he must use the Canadian envelope only if he is mailing the questionnaire while still in Canada. By the same token, the U.S. stamped envelope may only be used if the questionnaire is being mailed from the U.S.

Thank respondent and give him the Alberta souvenir.

TRAIN PROCEDURES

TRAIN PROCEDURES - AN OVERVIEW

The train interviewing is different from the roadside interviewing in that a stint is not measured by a period of time but rather is based on the schedule of departures. The reason for this variation is the relatively infrequent schedule of departures covering a wide range of time. As a result, interviewing according to a randomly selected block of time is not the most efficient use of interviewing hours. For example, no departures may be scheduled between 7:00 a.m. and 10:30 a.m. (the regular stint timing) but three trains may depart between 11:00 a.m. and noon, with no more departures for four hours after that. Accordingly, you will be provided with a stint of one "departure" from which you must interview passengers. The stint supervisor will be provided with the exact time of the train departure to be included in the sample. It will be the supervisor's job to verify that the selected train is actually departing on schedule prior to the stint taking place. Interviewers must arrive at the station at least 45 minutes prior to the departure. If a departure is delayed, it must still be included in the study at its new departure time since it was originally chosen to be in the study.[1]

A train stint will be forty-five minutes long and will require three interviewers (including the stint supervisor). Interviewing should begin forty-five minutes before the scheduled departure time and continue as long as possible until the train's departure. An interview should not be started if there is not sufficient time to complete it before the train departs.

---

[1] After encountering several extremely late train departures (from five to eight hours late), this procedure was changed. Supervisors called the appropriate terminal every hour until the expected (delayed) arrival time of the train stabilized, at which point a normal forty-five minute stint was conducted.

DETAILED PROCEDURES

Qualified Respondents

In order to qualify for inclusion in this study, train passengers must:

- Be boarding the selected train for the first time from the station where interviewing is being conducted (i.e. not reboarding the train).
- Be a non-resident of the Parks.
- Not be returning to the Parks on this trip (i.e., before returning home).
- Not be an employee of the Parks or any establishment within the Parks.
- Not be commuting to or from work or school, not be on a sales call, or not be travelling as an operator or crew-member.
- Be at least 16 years of age.

Interviewing

Call the terminal in advance of the scheduled departure to check that it is still on schedule. If a departure is cancelled, the supervisor will immediate notify Ruston/Tomany & Associates' local study manager and receive an alternate stint.

If a departure is delayed prior to arriving at the station, the stint time will be adjusted to include the later departure. If, for example, the 1:00 p.m. train is delayed until 3:00, the same train is to be interviewed (e.g., Train 01 to Vancouver), but the stint will begin two hours later.

Arrive at the terminal in time to begin interviewing forty-five minutes in advance of the scheduled departure.

Follow the selection procedures outlined and administer the screener until a qualified respondent is identified and interviewing begins.

Continue interviewing until the boarding call for the train's departure or until such time as an insufficient amount of time remains to complete an interview before the final passengers have to board.

Upon completion of the interviewing, collect passenger counts of all those who boarded the selected train at that station. The counts will be provided by the appropriate terminal personnel.

If the train is delayed more than 15 minutes past its departure time while you are in the process of interviewing, the stint will end as scheduled, forty-five minutes after its start. If it is not possible to collect the passenger counts at that time, the supervisor will make arrangements with the appropriate station personnel to call in for the counts at a later time.

Complete the stint summary sheet, including the weather report form on the back.

Respondent Selection

The interviewing unit for the bus and train modes is the travel party. A travel party includes those people whom the respondent considers to be travelling with him or her in the same travel party. This does not include all people travelling together on a bus or train.

It is very important that all passengers boarding the selected departure have an equal chance of being selected. In other words a representative cross-section of passengers must be interviewed. If you only approach those people who look friendly, or interesting, who arrive early and have nothing else to do, or those who approach you to find out what you are doing, you will not have a good traveller cross-section.

In order to help you to select a representative sample for interviewing, special procedures have been developed. If you follow these procedures closely, you will find it is easier to determine whom to interview and the sample of respondents selected should represent a good cross-section.

- When you arrive at the station, observe where the passengers are positioned. Remember to include people outside the station or near the boarding areas.

- Assign each interviewer to cover a certain section of the station. This will help to avoid approaching the same people more than once.

- Only go into another interviewer's section to interview if you have interviewed all the people in your area. In that case, you may approach those passengers closest to your interviewing area.

- Begin your walk at one point and walk in a clockwise direction. Approach every third adult for screening. Remember to interview both those people who are seated and those who are standing. Passengers will invariably walk around the station and change their seating positions. New passengers will be arriving throughout the stint. Every effort should be made to include as many passengers as possible. If every third adult has been interviewed and interviewing time remains, begin the selection pattern again.

Passenger Counts

It is vital that passenger counts are obtained in order to project up the expenditures you collect from your sample of interviews to represent all train travellers.

The count that we are concerned with is the number of people boarding the selected departure at the specified Parks terminal. This includes passengers who bought their tickets at the terminal on the day of the departure and those who purchased their tickets in advance, possibly even paying for the ticket elsewhere.

Passenger counts are to be obtained from the appropriate train personnel at the Banff and Jasper stations. In Lake Louise, however, an interviewer must be at the platform from the time passengers are allowed to board until the train departs in order to get the passenger count. It will be the job of the supervisor to assign interviewers to the appropriate places in order to obtain counts.

Ruston/Tomany & Associates Ltd. R/T 19151

NATIONAL PARKS STUDY
Interviewer's Instructions
(Scheduled Train)

PURPOSE:

The Federal Government and the Governments of Alberta and British Columbia wish to learn more about visitors to Banff/Jasper/Yoho/ Kootenay National Parks. With this in mind, they have hired Ruston/Tomany & Associates Ltd. to conduct a visitor exit survey. This survey will collect information on activities engaged in and expenditures made while in the Four Mountain Parks by non-residents of the parks. This information is vital in planning for the future of the Parks.

OVERVIEW:

Interviews will be conducted with visitors leaving the parks by road, train and bus. These interviews will take place at the six highway exits from the parks and at the bus and VIA rail stations in Banff, Lake Louise and Jasper. Interviews will also be conducted with passengers of chartered motorcoaches leaving from their last night's accommodations within the parks. Slightly different interviewing procedures will be required depending on the mode and type of traffic.

In addition, vehicles and passenger counts will be taken at each stint.

Although interviews will be administered in English, questionnaires will be available for self-completion in three additional languages (French, German and Japanese).

QUALIFIED RESPONDENTS:

In order to qualify for inclusion in the survey, potential respondents must:

- Reside outside the boundaries of the Four Mountain Parks; and
- Be leaving the parks and not returning on that same trip (i.e., before returning to their regular place of residence).

Non-residents of the parks will be excluded from the survey if they are:

- In the parks on a sales calls, delivery or pick-up;
- Employees (part-time, full-time or temporary) of the Parks System or of any establishment located within the parks boundaries, or if they are immediate relatives of such employees;
- Operators or members of a crew working within the parks boundaries; and
- Commuting to or from work or school.

SCREENING RESPONDENTS:

The screening procedure is an extremely important part of the survey for two main reasons:

- It ensures that interviewing is conducted only with those people who qualify for inclusion in the study, based on the objectives of the survey; and
- It provides a way for keeping track of the number of contacts who do not qualify and the reasons why they do not. this information is used to project data collected from a sample of visitors to the parks so that they represent all visitors to the parks.

Improper screening procedures can invalidate the entire survey, so great care must be taken to follow screening instructions precisely.

Ruston/Tomany & Associates Ltd. R/T 19151

TRAIN
Interviewing Instructions

SCREENER:	Stint location, train number, destination, train time and date should be pre-recorded to save time. Remember to record the time interviewing begins. Introduce yourself and immediately begin with Q.A. If respondent refuses to be interviewed before screening, circle Code 1 in the box provided and save screener.
Q.A	If respondent is not boarding the specified train (Code 2), terminate interview and erase.
Q.1-a)	If respondent is transferring between trains or is just in the station for a brief station stop (Code 2), ask Q.1-b).
Q.1-b)	If respondent has not left the station at all during his stop-over, terminate interview and save screener. If he has left the station at all, he is a Parks visitor, and will continue with the questionnaire.
Q.1-c)	Ask respondent the number of people in his travel party. You cannot fill in this question by observation, as everyone in the travel party may be sitting in different parts of the station. By travel party, we mean the immediate group of people the respondent is travelling with, such as his family, a girlfriend or boyfriend, a husband or wife, or a group of friends. This could also be members of several families travelling together. However, we don't want the respondent to say that everyone on the train is his travel party. In the case of a large school group, senior's club or tour group travelling together on the train, we only wish to know the respondent's immediate travel companions in his party (e.g, wife, relative, good friend or the person(s) with whom they planned the trip). If there is any question about this point, or if the respondent claims a travel party which seems very large, probe until you can determine who his immediate travelling companions are.
Q.1-d)	If respondent is travelling alone, you may be able to complete this by observation. If more than one in travel party, ask.
Q.2-a)	Hand Card 1. If no one in the travel party fits into the four categories, circle "none" (Code 1) and skip to Q.3.

Q.2-a) (cont'd)	If anyone in the travel party is on sales call/delivery/pick-up, is a member of a work crew or an employee in the parks, or is commuting to or from work or school (Codes 2, 3 or 4), thank respondent, terminate interview and save screener.
	If anyone in the travel party is a permanent or seasonal resident in the parks (Code 5), ask Q.2-b).
Q.2-b)	If everyone in the travel party is a permanent or seasonal resident in the Parks, thank respondent, terminate interview and save the screener.
	If there are non-residents in the travel party, ask Q.2-c) and -d).
Q.2-c)	Write number of Parks residents 16 years and over in the space provided, or record "none".
Q.2-d)	Write number of Parks residents under 16 years in the space provided, or record "none".
Q.3	If there is only one person in the travel party 16 years and over, skip to Q.4.
	If there is more than one person (16 and over) in the travel party, ask Q.3 in order to select the respondent for the rest of the questionnaire.
Q.4	Hand Card 2 (map and parks boundaries and exits). If respondent plans to re-enter one of the four parks before they return home, thank respondent, end interview and save screener. Everyone who passes this point is a qualified respondent, and will continue with the rest of the interview. If, after screening, the respondent refuses to be interviewed further, circle Code 1 in the box provided and save screener.

QUESTIONNAIRE:

Q.5	Straightforward. If respondent lives in a rural area, record nearest town or city to his residence.
Q.6-a)	If respondent is on a camping trip or outdoor tour, and is not visiting any towns, ask him to indicate the town or city nearest the point on his trip when he will be farthest from home.
Q.6-b)	Straightforward. Circle one code only.
Q.6-c)	Hand Card 3. If respondent cannot give one main purpose only, record as many as apply.
Q.7-a)	Hand Card 2.(map of parks and exits). Circle Code 2 for the Park in which you are interviewing, and ask respondent Q.7-a) for each of the other three Parks. Please make sure respondent understands the map and that he is aware of where one park ends and another begins. Some respondents may not realize that there are four separate parks included in the Four Mountain Parks system. It may assist the respondent to know that Yoho National Park extends from the Kicking Horse Pass along the Trans Canada to just outside the town of Golden, B.C. and that Kootenay National Park extends from the Vermilion Pass along Highway 93 to just outside the town of Radium Hot Springs, B.C. By the same token, Jasper National Park extends from the Athabasca Glacier north to the Town of Jasper and Banff National Park extends south from the Athabasca Glacier to the Town of Banff.
Q.7-b)	Straightforward. Be sure to ask this question for each Park entered (Code 2 in Q.7-a), including the Park where you are interviewing.
Q.7-c)	Ask this question for each Park entered (Code 2 in Q.7-a) and record answer under the appropriate Park heading. If respondent spent time, money or went sightseeing in any Park (any Code 1 circled) he is a Visitor. These respondents skip directly to the Visitor Section (Q.12 to the end of the questionnaire). If no time/money spent/went sightseeing in any Park (no Code 1 circled), ask Q.7-d).
Q.7-d)	If respondent did not stop at all in the Parks to purchase food/gas or spend money (Code 2), he is a Pass-Through. These respondents skip directly to the Pass-Through Section (Q.8 to 11)).
Q.7-e)	Straightforward. Circle the appropriate codes for each Park in which respondent stopped for food/gas or to spend any money.

PASS-THROUGH SECTION

Q.8	We are interested in knowing the total number of nights the respondent will be away from home on his entire trip. If no nights will be spent away from home (i.e., if it a day-trip only), circle Code 000.
Q.9	Have respondent look at the map (Card 2) once again. The six entrances to the parks are indicated by numbers from 1 to 6. If necessary, remind respondent of the location where he is being interviewed. Remember, we are interested in finding out where the respondent entered the parks for the first time since leaving home on his current trip. For example, the respondent may be on a long touring vacation that took him from Vancouver to Calgary and he may be returning home to Vancouver through the parks. We are interested in where he entered the parks originally on his way to Calgary, not just where he entered on his way home to Vancouver. In some cases, this original entrance into the parks may have occurred several weeks or months prior to the time when he is being interviewed, and he may need to refresh his memory about it. Therefore, be sure he understands we want to know about the first time he entered the parks since leaving his regular place of residence. This applies to all subsequent questions in the interview. We want to know abut all activities, expenditures, etc. in the parks since the respondent originally left home.
Q.10-a)	Let respondent refresh his memory by referring to the calendar, if necessary.
Q.11.	Straightforward. Circle one code only. ALL PASS-THROUGH RESPONDENTS NOW SKIP DIRECTLY TO DEMOGRAPHICS SECTION (Q.21 TO END OF QUESTIONNAIRE).

VISITOR SECTION

Q.12-a)	Refer back to Q.6-b) on page 3. If National Parks System is the main destination of respondent's trip, skip to Q.12-b). If Parks system is not the main destination of trip, ask Q.12-a).
	Hand respondent Card 2 again. We are interested in knowing the main purpose of his trip to the National Parks. if respondent cannot give one main purpose only, record as many as apply.
Q.12-b)	Again, as with the Pass-Through respondents, we want to know how many nights will be spent away from home on the respondent's entire trip. If no nights were spent away from home (i.e., it is a day-trip only, circle Code 000 and skip to Q.14). If nights were spent, ask Q.12-c).
Q.12-c)	We are interested in knowing how many nights were spent in the National Parks. If no nights were spent in the parks, circle Code 000 and skip to Q.14. If nights were spent, ask Q.13.
Q,13-a) to -c)	Ask these questions of everyone who spent at least one night in anyone of the four parks.
Q.13-a)	Make sure respondent tells you the name and the location of each accommodation stayed in the parks (i.e., "Alpine Motel in Banff" or "Castle Mountain campground near Lake Louise").
Q.13-b)	Use the Legend to describe the type of accommodation stayed in, and circle one code for each.
Q.13-c)	Write in number of nights stayed in each. Check back to be sure total number of nights spent in Q.13-c) equals number of nights spent in the Parks in Q.12-c).
	N.B. If more than one type of accommodation stayed in at a particular location (i.e., two motels in Banff), be sure to ask -a), -b) and -c) for each accommodation.
Q.14 to 18	These questions deal with expenditures made by everyone in the travel party while in the parks and with expenditures which were pre-paid before arriving in the parks which revert to the parks. Please follow instructions carefully.
	Pre-paid expenditures are dealt with first, then expenditures made while actually in the parks.
Page 8 (Directive)	We are interested in interviewing the member of the respondent's travel party who is most knowledgeable about the party's travel expenses. If, when you ask respondent if he can give this information, he says he can, go to Q.14-a) and continue with the questionnaire.

	If respondent is unable to give you travel expense information, ask him who in his travel party would be able to. You must now attempt to locate that person and ask him or her to help you complete the expenditure portion of the questionnaire (Q.14 to 18) only. Circle Code 2 in the box provided. Re-introduce yourself, explain the survey, and complete the expenditure section. Once you have done this, you must then complete the interview with the original respondent (the one you first approached).
	If the person in the travel party who is most knowledgeable about trip expenses cannot be located or if this person doesn't want to participate in the survey, check Code 1 in the space provided, skip to Q.19 and complete the interview with the original respondent.
Q.14-a)	This question will determine whether, in fact, any expenditures on the trip through the parks were pre-paid. The majority of visitors will not have any pre-paid expenditures and will be able to skip to Q.18, which deals with non pre-paid expenditures in the parks. For those respondents who did pre-pay some expenditures (i.e., motel accommodation, park entrance fees, etc.), information is collected first on pre-paid packages or tours (i.e., two or more items or services including at least one non-transportation item, which were paid for as one package deal before arriving in the parks) and then information is collected on individual non-package pre-paid expenses.
Q.14-b)	Hand Card 6. Respondent (or anyone in the travel party) must have pre-paid expenses for at least 2 of the items on this card for it to constitute a package. If only one item on the card was pre-paid, skip to Q.17.
Q.15-a)	Still referring to Card 6, ask respondent which items on it were pre-paid as part of his package and circle all codes that apply. If no non-transportation items (Codes 5 to 9) are circled, skip to Q.16.
Q.15-b)	If air, train, bus or boat are mentioned in Q.15-a), we are interested in knowing where the respondent boarded originally. Thus, if he says is package included air fare from Los Angeles, we want to know that he boarded the air portion of his package there.

Q.15-c)	We are interested in knowing the number of nights away that were included in the package. If respondent's package included air, bus and accommodation for a two-week tour, that would be 14 nights included in the package. If the package included air, bus and car rental, but no accommodation, but his air ticket and car rental were for a two-week tour, that would still be 14 nights, even though no night-time accommodation is included. If the package consists of a one-day bus tour which includes lunch on the way, it would be a package but no nights would be included. In this kind of situation, write in "none" in the space provided and skip to Q.15-e).
Q.15-d)	For those whose package included nights,we want to know how many were spent in the parks. If none, write this in the space provided.
Q.15-e)	We want to know the total cost of the package for all the people in the travel party who were included in the package. Be sure to circle the currency respondent is using.
Q.15-f)	This will be the total number of people that are covered by the package deal.
Q.16 and 17	These questions cover individual pre-paid items or services not included in the package discussed in the previous question.
Q.16	This will determine whether or not the respondent had any other pre-paid expenditures, other than the package discussed earlier. Those with no other pre-paid items skip to Q.18.
Q.17-a)	Hand Card 7. Record any items or services which were pre-paid individually before arriving in the parks, that is, items or services which were pre-paid separately from any package deal which respondent may have bought. Circle one code for each item or service which applies, under Q.17-a) in the grid. For each item mentioned in Q.17-a), ask Q.17-b) to 17-e).
Q.17-b)	We would like to know the total amount for each person in the travel party who is included in each pre-paid item. Write amount in space provided.
Q.17-c)	Indicate currency respondent is using.
Q.17-d)	For each of accommodations, food/beverage and entertainment, etc. mentioned in Q.17-a), ask Q.17-d). Of course, if the item in Q.17-a) is food/beverage or entertainment, the term "nights" does not apply. However, in this case, "nights" means how many days worth of food/beverage or entertainment were included in the pre-paid price in total. Record under -d) below. If no nights were included, skip to Q.18.

Q.17-e)	For each item in -d) which included nights, (or days) ask Q.17-e), and record under -e), below.
Q.18-a) to -d)	These questions deal with all expenditures made while actually in the parks, whether by cash, cheque or credit card. Be sure the respondent, when giving you these amounts, does not include any of the pre-paid expenditures discussed in Q.14 to 17. All amounts apply to everyone in the travel party in total.
Q.18-a)	Hand Card 8. For each item on the card which does not apply, circle the appropriate code under "none". For each item which does apply, write amount in the appropriate space and specify the currency (if other than Canadian dollars) in the space provided.
Q.18-b)	If retail purchases total more than $300 in Canadian currency or $200 in U.S. currency, ask Q.18-b). If retail purchases do not total more than $300 Canadian or $200 U.S., skip to Q.19.
Q.18-c)	If any items individually cost more than $300 Canadian or $200 U.S., ask Q.18-c) and itemize them and indicate the cost of each.
Q.18-d)	If respondent is unable to break down his expenses, ask Q.18-d) and write in total amount, specifying the currency used.
Q.19-a)	Refer back to Q.7-a). If respondent entered Banff and/or Jasper National Parks, ask Q.19-a, -b) and -c). All others skip to Q.20. On this and the other open-ended question, probe thoroughly.
Q.19-b)	Read list. Circle one code only.
Q.19-c)	Probe thoroughly.
Q.20	Read list. Circle one code only.

DEMOGRAPHICS SECTION

Q.21 to 24	This section gathers demographic information on respondents so that we can classify our data into statistical groupings. All respondents will be asked these questions.
Q.21	Hand Card 9. We are interested in knowing the age and sex of all members of the travel party. Ask of each respondent, from oldest to youngest. Circle one code for each occupant. Observe sex of each occupant. Do not ask unless necessary.
Q.22	Hand Card 10. Circle one code for respondent only.

Q.23

We are only interested in the *type* of job and the *type* of company the respondent works for. If respondent is retired, check the box provided. If respondent is *not* employed (i.e., student, homemaker, unemployed, between jobs, etc.), record this in the space provided for type of job.

Q.24

Be sure to get postal code of respondent. If U.S. resident, be sure to get zip code. Get respondent's phone number *and* area code.

You may assure respondent that name/ address/phone number will be held in the strictest confidence and will only be used for verification purposes. Under no circumstances will respondent end up on somebody's mailing list.

MAILBACK QUESTIONNAIRE:

If respondent is a Pass-Through (i.e. all code 2s in Q.7-c), and he answered Q.8 to 11) he will not be given a mailback questionnaire. In this case, thank the respondent and hand him the Alberta souvenir.

All others (i.e. *Visitors* who answered the visitor section, Q.12 to 20) will be given a mailback questionnaire dealing with the activities they engaged in while in the Parks.

We want the respondent to fill out this separate questionnaire and mail it back to us, using the pre-addressed envelope. Make sure respondent knows he does not need postage stamps to mail it back to us (if it is mailed from the U.S. or Canada).

N.B. If respondent is from the U.S., you will give him a second pre-addressed envelope with U.S. postage stamps already on it. In this case, make sure respondent knows that he must use the Canadian envelope *only* if he is mailing the questionnaire while still in Canada. By the same token, the U.S. stamped envelope may *only* be used if the questionnaire is being mailed from the U.S.

Thank respondent and give him the Alberta souvenir.

BUS PROCEDURES

BUS PROCEDURES - AN OVERVIEW

The bus interviewing is different from the roadside interviewing in that a stint is not measured by a period of time but rather is based on the schedule of departures. The reason for this variation is the relatively infrequent schedule of departures covering a wide range of time. As a result, interviewing according to a randomly selected block of time is not the most efficient use of interviewing hours. For example, no departures may be scheduled between 7:00 a.m. and 10:30 a.m. (the regular stint timing) but three buses may depart between 11:00 a.m. and noon, with no more departures for four hours after that. Accordingly, you will be provided with a stint of one "departure" from which you must interview passengers. The stint supervisor will be provided with the exact time of the bus departure to be included in the sample. It will be the supervisor's job to verify that the selected bus is actually departing on schedule prior to the stint taking place. Interviewers must arrive at the station at least 45 minutes prior to the departure. If a departure is delayed, it must still be included in the study at its new departure time since it was originally chosen to be in the study.

A bus stint will be forty-five minutes long and will require three interviewers (including the stint supervisor). Interviewing should begin forty-five minutes before the scheduled departure time and continue as long as possible until the bus departure. An interview should not be started if there is not sufficient time to complete it before the bus departs.

DETAILED PROCEDURES

Qualified Respondents

In order to qualify for inclusion in this study, bus passengers must:

- Be boarding the selected bus for the first time from the station where interviewing is being conducted (i.e. not reboarding the bus).
- Be a non-resident of the Parks.
- Not be returning to the Parks on this trip (i.e., before returning home).
- Not be an employee of the Parks or any establishment within the Parks.
- Not be commuting to or from work or school, not be on a sales call, or not be travelling as an operator or crew-member.
- Be at least 16 years of age.

Interviewing

Call the terminal in advance of the scheduled departure to check that it is still on schedule. If a departure is cancelled, the supervisor will immediate notify Ruston/Tomany & Associates local study manager and receive an alternate stint.

If a departure is delayed prior to arriving at the station, the stint time will be adjusted to include the later departure. If, for example, the 1:00 p.m. bus is delayed until 3:00, the same bus is to be interviewed (e.g., 1:00 a.m. Bus to Vancouver), but the stint will begin two hours later.

Arrive at the terminal in time to begin interviewing forty-five minutes in advance of the scheduled departure.

Follow the selection procedures outlined and administer the screener until a qualified respondent is identified and interviewing begins.

Continue interviewing until the boarding call for the bus's departure or until such time as an insufficient amount of time remains to complete an interview before the final passengers have to board.

Upon completion of the interviewing, collect passenger counts of all those who boarded the selected bus at that station. The counts will be provided by the appropriate terminal personnel.

If the bus is delayed more than 15 minutes past its departure time, while you are in the process of interviewing, the stint will end as scheduled, forty-five minutes after its start. If it is not possible to collect the passenger counts at that time, the supervisor will make arrangements with the appropriate station personnel to call in for the counts at a later time.

Complete the stint summary sheet and the weather reporting form on the back.

Respondent Selection

The interviewing unit for the bus and train modes is the travel party. A travel party includes those people whom the respondent considers to be travelling with him or her in the same travel party. This does not include all people travelling together on a bus or train.

It is very important that all passengers boarding the selected departure have an equal chance of being selected. In other words a representative cross-section of passengers must be interviewed. If you only approach those people who look friendly, or interesting, who arrive early and have nothing else to do, or those who approach you to find out what you are doing, you will not have a good traveller cross-section.

In order to help you to select a representative sample for interviewing, special procedures have been developed. If you follow these procedurs closely, you will find it is easier to determine whom to interview and the sample of respondents selected should represent a good cross-section.

- When you arrive at the station, observe where the passengers are positioned. Remember to include people outside the station or near at the boarding areas.

- Assign each interviewer to cover a certain section of the station. This will help to avoid approaching the same people more than once.

- Only go into another interviewer's section to interview if you have interviewed all the people in your area. In that case, you may approach those passengers closest to your interviewing area.

- Begin your walk at one point and walk in a clockwise direction. Approach every third adult for screening. Remember to interview both those people who are seated and those who are standing. Passengers will invariably walk around the station and change their seating positions. New passengers will be arriving throughout the stint. Every effort should be made to include as many passengers as possible. If every third adult has been interviewed and interviewing time remains, begin the selection pattern again.

- Where the bus station has a coffee shop or restaurants adjacent to it (as in Banff and Jasper) or beside it (as in Lake Louise), interviewing should also be conducted with passengers in those areas.

Passenger Counts

It is vital that passenger counts are obtained in order to project up the expenditures you collect from your sample of interviews to represent all bus travellers.

The count that we are concerned with is the number of people boarding the selected departure at the specified Park terminal where you are interviewing. This includes passengers who bought their bus tickets at the terminal on the day of the departure and those who purchased their tickets in advance, possibly even paying for the tickets elsewhere.

Passenger counts are to be obtained from the appropriate bus personnel at the Banff and Jasper stations. In Lake Louise, however, an interviewer must be at the bus bay from the time passengers are allowed to board until the train departs in order to get the passenger count. It will be the job of the supervisor to assign interviewers to the appropriate places in order to obtain counts.

NATIONAL PARKS STUDY
Interviewer's Instructions
(Scheduled Bus)

PURPOSE:

The Federal Government and the Governments of Alberta and British Columbia wish to learn more about visitors to Banff/Jasper/Yoho/ Kootenay National Parks. With this in mind, they have hired Ruston/Tomany & Associates Ltd. to conduct a visitor exit survey. This survey will collect information on activities engaged in and expenditures made while in the Four Mountain Parks by non-residents of the parks. This information is vital in planning for the future of the Parks.

OVERVIEW:

Interviews will be conducted with visitors leaving the parks by road, train and bus. These interviews will take place at the six highway exits from the parks and at the bus and VIA rail stations in Banff, Lake Louise and Jasper. Interviews will also be conducted with passengers of chartered motorcoaches leaving from their last night's accommodations within the parks. Slightly different interviewing procedures will be required depending on the mode and type of traffic.

In addition, vehicles and passenger counts will be taken at each stint.

Although interviews will be administered in English, questionnaires will be available for self-completion in three additional languages (French, German and Japanese).

QUALIFIED RESPONDENTS:

In order to qualify for inclusion in the survey, potential respondents must:

- Reside outside the boundaries of the Four Mountain Parks; and
- Be leaving the parks and not returning on that same trip (i.e., before returning to their regular place of residence).

Non-residents of the parks will be excluded from the survey if they are:

- In the parks on a sales calls, delivery or pick-up;
- Employees (part-time, full-time or temporary) of the Parks System or of any establishment located within the parks boundaries, or if they are immediate relatives of such employees;
- Operators or members of a crew working within the parks boundaries; and
- Commuting to or from work or school.

SCREENING RESPONDENTS:

The screening procedure is an extremely important part of the survey for two main reasons:

- It ensures that interviewing is conducted only with those people who qualify for inclusion in the study, based on the objectives of the survey; and
- It provides a way for keeping track of the number of contacts who do not qualify and the reasons why they do not. this information is used to project data collected from a sample of visitors to the parks so that they represent all visitors to the parks.

Improper screening procedures can invalidate the entire survey, so great care must be taken to follow screening instructions precisely.

BUS
Interviewing Instructions

SCREENER:	Stint location, bus number, destination, bus time and date should be pre-recorded to save time. Remember to record the time interviewing begins. Introduce yourself and immediately begin with Q.A. If respondent refuses to be interviewed before screening, circle Code 1 in the box provided and save screener.
Q.A	If respondent is not boarding the specified bus (Code 2), terminate interview and erase.
Q.1-a)	If respondent is transferring between buses or is just in the station for a brief station stop (Code 2), ask Q.1-b).
Q.1-b)	If respondent has not left the station at all during his stop-over, terminate interview and save screener. If he has left the station at all, he is a Parks visitor, and will continue with the questionnaire.
Q.1-c)	Ask respondent the number of people in his travel party. You cannot fill in this question by observation, as everyone in the travel party may be sitting in different parts of the station. By travel party, we mean the immediate group of people the respondent is travelling with, such as his family, a girlfriend or boyfriend, a husband or wife, or a group of friends. This could also be members of several families travelling together. However, we don't want the respondent to say that everyone on the bus is his travel party. In the case of a large school group, senior's club or tour group travelling together on the bus, we only wish to know the respondent's immediate travel companions in his party (e.g, wife, relative, good friend or the person(s) with whom they planned the trip). If there is any question about this point, or if the respondent claims a travel party which seems very large, probe until you can determine who his immediate travelling companions are.
Q.1-d)	If respondent is travelling alone, you may be able to complete this by observation. If more than one in travel party, ask.
Q.2-a)	Hand Card 1. If no one in the travel party fits into the four categories, circle "none" (Code 1) and skip to Q.3.

Q.2-a) (cont'd)	If anyone in the travel party is on sales call/delivery/pick-up, is a member of a work crew or an employee in the parks, or is commuting to or fromwork or school (Codes 2, 3 or 4), thank respondent, terminate interview and save screener.
	If anyone in the travel party is a permanent or seasonal resident in the parks (Code 5), ask Q.2-b).
Q.2-b)	If everyone in the travel party is a permanent or seasonal resident in the Parks, thank respondent, terminate interview and save the screener.
	If there are non-residents in the travel party, ask Q.2-c) and -d).
Q.2-c)	Write number of Parks residents 16 years and over in the space provided, or record "none".
Q.2-d)	Write number of Parks residents under 16 years in the space provided, or record "none".
Q.3	If there is only one person in the travel party 16 years and over, skip to Q.4.
	If there is more than one person (16 and over) in the travel party, ask Q.3 in order to select the respondent for the rest of the questionnaire.
Q.4	Hand Card 2 (map and parks boundaries and exits). If respondent plans to re-enter one of the four parks before they return home, thank respondent, end interview and save screener. Everyone who passes this point is a qualified respondent, and will continue with the rest of the interview. If, after screening, the respondent refuses to be interviewed further, circle Code 1 in the box provided and save screener.

QUESTIONNAIRE:

Q.5	Straightforward. If respondent lives in a rural area, record nearest town or city to his residence.
Q.6-a)	If respondent is on a camping trip or outdoor tour, and is not visiting any towns, ask him to indicate the town or city nearest the point on his trip when he will be farthest from home.
Q.6-b)	Straightforward. Circle one code only.
Q.6-c)	Hand Card 3. If respondent cannot give one main purpose only, record as many as apply.
Q.7-a)	Hand Card 2.(map of parks and exits). Circle Code 2 for the Park in which you are interviewing, and ask respondent Q.7-a) for each of the other three Parks. Please make sure respondent understands the map and that he is aware of where one park ends and another begins. Some respondents may not realize that there are four separate parks included in the Four Mountain Parks system. It may assist the respondent to know that Yoho National Park extends from the Kicking Horse Pass along the Trans Canada to just outside the town of Golden, B.C. and that Kootenay National Park extends from the Vermilion Pass along Highway 93 to just outside the town of Radium Hot Springs, B.C. By the same token, Jasper National Park extends from the Athabasca Glacier north to the Town of Jasper and Banff National Park extends south from the Athabasca Glacier to the Town of Banff.
Q.7-b)	Straightforward. Be sure to ask this question for each Park entered (Code 2 in Q.7-a), including the Park where you are interviewing.
Q.7-c)	Ask this question for each Park entered (Code 2 in Q.7-a) and record answer under the appropriate Park heading. If respondent spent time, money or went sightseeing in any Park (any Code 1 circled) he is a Visitor. These respondents skip directly to the Visitor Section (Q.12 to the end of the questionnaire). If no time/money spent/went sightseeing in any Park (no Code 1 circled), ask Q.7-d).
Q.7-d)	If respondent did not stop at all in the Parks to purchase food/gas or spend money (Code 2), he is a Pass-Through. These respondents skip directly to the Pass-Through Section (Q.8 to 11)).
Q.7-e)	Straightforward. Circle the appropriate codes for each Park in which respondent stopped for food/gas or to spend any money.

PASS-THROUGH SECTION

Q.8

We are interested in knowing the total number of nights the respondent will be away from home on his entire trip. If no nights will be spent away from home (i.e., if it a day-trip only), circle Code 000.

Q.9

Have respondent look at the map (Card 2) once again. The six entrances to the parks are indicated by numbers from 1 to 6. If necessary, remind respondent of the location where he is being interviewed. Remember, we are interested in finding out where the respondent entered the parks for the first time since leaving home on his current trip.

For example, the respondent may be on a long touring vacation that took him from Vancouver to Calgary and he may be returning home to Vancouver through the parks. We are interested in where he entered the parks originally on his way to Calgary, not just where he entered on his way home to Vancouver. In some cases, this original entrance into the parks may have occurred several weeks or months prior to the time when he is being interviewed, and he may need to refresh his memory about it. Therefore, be sure he understands we want to know about the first time he entered the parks since leaving his regular place of residence.

This applies to all subsequent questions in the interview. We want to know abut all activities, expenditures, etc. in the parks since the respondent originally left home.

Q.10-a)

Let respondent refresh his memory by referring to the calendar, if necessary.

Q.11.

Straightforward. Circle one code only.

ALL PASS-THROUGH RESPONDENTS NOW SKIP DIRECTLY TO DEMOGRAPHICS SECTION (Q.21 TO END OF QUESTIONNAIRE).

VISITOR SECTION

Q.12-a)	Refer back to Q.6-b) on page 3. If National Parks System is the main destination of respondent's trip, skip to Q.12-b). If Parks system is not the main destination of trip, ask Q.12-a).
	Hand respondent Card 2 again. We are interested in knowing the main purpose of his trip to the National Parks. if respondent cannot give one main purpose only, record as many as apply.
Q.12-b)	Again, as with the Pass-Through respondents, we want to know how many nights will be spent away from home on the respondent's entire trip. If no nights were spent away from home (i.e., it is a day-trip only, circle Code 000 and skip to Q.14). If nights were spent, ask Q.12-c).
Q.12-c)	We are interested in knowing how many nights were spent in the National Parks. If no nights were spent in the parks, circle Code 000 and skip to Q.14. If nights were spent, ask Q.13.
Q,13-a) to -c)	Ask these questions of everyone who spent at least one night in anyone of the four parks.
Q.13-a)	Make sure respondent tells you the name and the location of each accommodation stayed in the parks (i.e., "Alpine Motel in Banff" or "Castle Mountain campground near Lake Louise").
Q.13-b)	Use the Legend to describe the type of accommodation stayed in, and circle one code for each.
Q.13-c)	Write in number of nights stayed in each. Check back to be sure total number of nights spent in Q.13-c) equals number of nights spent in the Parks in Q.12-c).
	N.B. If more than one type of accommodation stayed in at a particular location (i.e., two motels in Banff), be sure to ask -a), -b) and -c) for each accommodation.
Q.14 to 18	These questions deal with expenditures made by everyone in the travel party while in the parks and with expenditures which were pre-paid before arriving in the parks which revert to the parks. Please follow instructions carefully.
	Pre-paid expenditures are dealt with first, then expenditures made while actually in the parks.
Page 8 (Directive)	We are interested in interviewing the member of the respondent's travel party who is most knowledgeable about the party's travel expenses. If, when you ask respondent if he can give this information, he says he can, go to Q.14-a) and continue with the questionnaire.

If respondent is unable to give you travel expense information, ask him who in his travel party would be able to. You must now attempt to locate that person and ask him or her to help you complete the expenditure portion of the questionnaire (Q.14 to 18) only. Circle Code 2 in the box provided. Re-introduce yourself, explain the survey, and complete the expenditure section. Once you have done this, you must then complete the interview with the original respondent (the one you first approached).

If the person in the travel party who is most knowledgeable about trip expenses cannot be located or if this person doesn't want to participate in the survey, check Code 1 in the space provided, skip to Q.19 and complete the interview with the original respondent.

Q.14-a) This question will determine whether, in fact, any expenditures on the trip through the parks were pre-paid. The majority of visitors will not have any pre-paid expenditures and will be able to skip to Q.18, which deals with non pre-paid expenditures in the parks. For those respondents who did pre-pay some expenditures (i.e., motel accommodation, park entrance fees, etc.), information is collected first on pre-paid packages or tours (i.e., two or more items or services including at least one non-transportation item, which were paid for as one package deal before arriving in the parks) and then information is collected on individual non-package pre-paid expenses.

Q.14-b) Hand Card 6. Respondent (or anyone in the travel party) must have pre-paid expenses for at least 2 of the items on this card for it to constitute a package. If only one item on the card was pre-paid, skip to Q.17.

Q.15-a) Still referring to Card 6, ask respondent which items on it were pre-paid as part of his package and circle all codes that apply. If no non-transportation items (Codes 5 to 9) are circled, skip to Q.16.

Q.15-b) If air, train, bus or boat are mentioned in Q.15-a), we are interested in knowing where the respondent boarded originally. Thus, if he says is package included air fare from Los Angeles, we want to know that he boarded the air portion of his package there.

Q.15-c) We are interested in knowing the number of nights away that were included in the package. If respondent's package included air, bus and accommodation for a two-week tour, that would be 14 nights included in the package. If the package included air, bus and car rental, but no accommodation, but his air ticket and car rental were for a

	two-week tour, that would still be 14 nights, even though no night-time accommodation is included. If the package consists of a one-day bus tour which includes lunch on the way, it would be a package but no nights would be included. In this kind of situation, write in "none" in the space provided and skip to Q.15-e).
Q.15-d)	For those whose package included nights,we want to know how many were spent in the parks. If none, write this in the space provided.
Q.15-e)	We want to know the total cost of the package for all the people in the travel party who were included in the package. Be sure to circle the currency respondent is using.
Q.15-f)	This will be the total number of people that are covered by the package deal.
Q.16 and 17	These questions cover individual pre-paid items or services not included in the package discussed in the previous question.
Q.16	This will determine whether or not the respondent had any other pre-paid expenditures, other than the package discussed earlier. Those with no other pre-paid items skip to Q.18.
Q.17-a)	Hand Card 7. Record any items or services which were pre-paid individually before arriving in the parks, that is, items or services which were pre-paid separately from any package deal which respondent may have bought. Circle one code for each item or service which applies, under Q.17-a) in the grid. For each item mentioned in Q.17-a), ask Q.17-b) to 17-e).
Q.17-b)	We would like to know the total amount for each person in the travel party who is included in each pre-paid item. Write amount in space provided.
Q.17-c)	Indicate currency respondent is using.
Q.17-d)	For each of accommodations, food/beverage and entertainment, etc. mentioned in Q.17-a), ask Q.17-d). Of course, if the item in Q.17-a) is food/beverage or entertainment, the term "nights" does not apply. However, in this case, "nights" means how many days worth of food/beverage or entertainment were included in the pre-paid price in total. Record under -d) below. If no nights were included, skip to Q.18.
Q.17-e)	For each item in -d) which included nights, (or days) ask Q.17-e), and record under -e), below.
Q.18-a) to -d)	These questions deal with all expenditures made while actually in the parks, whether by cash, cheque or credit card. Be sure the respondent, when giving you these amounts, does not include any of the pre-paid

	expenditures discussed in Q.14 to 17. All amounts apply to everyone in the travel party in total.
Q.18-a)	Hand Card 8. For each item on the card which does not apply, circle the appropriate code under "none". For each item which does apply, write amount in the appropriate space andspecify the currency (if other than Canadian dollars) in the space provided.
Q.18-b)	If retail purchases total more than $300 in Canadian currency or $200 in U.S. currency, ask Q.18-b). If retail purchases do not total more than $300 Canadian or $200 U.S., skip to Q.19.
Q.18-c)	If any items individually cost more than $300 Canadian or $200 U.S., ask Q.18-c) and itemize them and indicate the cost of each.
Q.18-d)	If respondent is unable to break down his expenses, ask Q.18-d) and write in total amount, specifying the currency used.
Q.19-a)	Refer back to Q.7-a). If respondent entered Banff and/or Jasper National Parks, ask Q.19-a, -b) and -c). All others skip to Q.20. On this and the other open-ended question, probe thoroughly.
Q.19-b)	Read list. Circle one code only.
Q.19-c)	Probe thoroughly.
Q.20	Read list. Circle one code only.

DEMOGRAPHICS SECTION

Q.21 to 24

This section gathers demographic information on respondents so that we can classify our data into statistical groupings. All respondents will be asked these questions.

Q.21

Hand Card 9. We are interested in knowing the age and sex of all members of the travel party. Ask of each respondent, from oldest to youngest. Circle one code for each occupant. Observe sex of each occupant. Do not ask unless necessary.

Q.22

Hand Card 10. Circle one code for respondent only.

Q.23

We are only interested in the type of job and the type of company the respondent works for. If respondent is retired, check the box provided. If respondent is not employed (i.e., student, homemaker, unemployed, between jobs, etc.), record this in the space provided for type of job.

Q.24

Be sure to get postal code of respondent. If U.S. resident, be sure to get zip code. Get respondent's phone number and area code.

You may assure respondent that name/ address/phone number will be held in the strictest confidence and will only be used for verification purposes. Under no circumstances will respondent end up on somebody's mailing list.

MAILBACK QUESTIONNAIRE:

If respondent is a Pass-Through (i.e. all code 2s in Q.7-c), and he answered Q.8 to 11) he will not be given a mailback questionnaire. In this case, thank the respondent and hand him the Alberta souvenir.

All others (i.e. Visitors who answered the visitor section, Q.12 to 20) will be given a mailback questionnaire dealing with the activities they engaged in while in the Parks.

We want the respondent to fill out this separate questionnaire and mail it back to us, using the pre-addressed envelope. Make sure respondent knows he does not need postage stamps to mail it back to us (if it is mailed from the U.S. or Canada).

N.B. If respondent is from the U.S., you will give him a second pre-addressed envelope with U.S. postage stamps already on it. In this case, make sure respondent knows that he must use the Canadian envelope only if he is mailing the questionnaire while still in Canada. By the same token, the U.S. stamped envelope may only be used if the questionnaire is being mailed from the U.S.

Thank respondent and give him the Alberta souvenir.

CHARTER PROCEDURES

OVERNIGHT CHARTER

Selecting An Accommodation For Interviewing

The nature of the charter bus market is such that a specific date and time for interviewing at a particular accommodation cannot be provided in advance as part of the sample. Instead, the supervisor will be given the name of an accommodation and the dates covering either a weekday or weekend interval. The supervisor then will call the designated person at the accommodation (the name of the contact will be provided) prior to the week in which the stint is to take place and administer the Stint Assignment questionnaire. The questionnaire will be used to determine the date and time when the charter stint will be conducted at that accommodation. In the event that the selected accommodation has no charters leaving that week, a list of accommodations will be provided from which to select an alternate overnight charter stint. The supervisor will administer the Stint Assignment questionnaire to this alternate following the same procedures.

The Stint Assignment questionnaire (included in this section) will determine the following:

- Whether any charters are leaving during the specified time period,
- On which days the buses will be departing,
- At which hours on the selected day buses will be leaving.

Using the procedures set out in the questionnaire the supervisor will select a day and time for interviewing and inform the designated person at the accommodation. The supervisor must then inform the relevant crew members.

OVERNIGHT CHARTER

Stint Assignment Questionnaire

The Banff and Jasper supervisors will be provided with stint assignment questionnaires. Already pre-recorded on the questionnaire will be the name of the selected accommodation and the relevant information. This includes location, phone number, contact name and the stint start and end dates from which the actual date of interviewing will be selected. The supervisor will also be provided with a supply of blank stant assignment questionnaires to use for selecting alternate properties when required. Be sure to use a questionnaire with the same version number as the original sample property to select an alternate.

Introduction

Introduce yourself. The accommodation will already have agreed to take part in the survey and to provide their co-operation. If you have any difficulty in getting the accommodation's co-operation, inform the local study manager.

The contact person is not always the manager but may be someone the manager has designated to deal with the survey. If the contact is the manager, read "you" in Q.1. If someone else, read "the manager".

Q.1 Read the stint start and end dates from the top of the questionnaire. If no motorcoaches are leaving the establishment during the stint dates (the start and end dates included) thank respondent and save the questionnaire. Select a replacement from your sample list. The replacement should be the accommodation directly under the name of the original property. Transfer the relevant information to a stint assignment questionnaire which has the same version number as the original sampled accommodation. Using this stint assignment questionnaire, determine whether the accommodation qualifies for interviewing during the stint date. If this one also does not result in a stint, select the next property on the list and use a new questionnaire with the same version number etc., until a stint can be conducted. Always select the replacement from within the same group. If you are at the end of the group list, start again at the top of the list within the same group. Attach any replacement questionaire to its original sample accommodation questionnaire.

Q.2 On each day that a motorcoach is departing, circle the code opposite that day. Probe to ensure you have all motorcoach departures scheduled for that week. If there are departures on more than one day, select the day which has the lowest number circled opposite it. For example, Monday, Wednesday, and Thursday are circled as in the following:

Monday	[✓ 3]	
Tuesday	2	
Wednesday	[✓ 1]	SELECT THIS DAY
Thursday	[✓ 5]	
Friday	4	

Wednesday has the lowest number opposite it and as such is the day chosen for interviewing.

Q.3 If only one day has any motorcoach departures, select that day for interviewing. Read the list of time periods and circle the numbers opposite the times during which at least one motorcoach is departing. Select the time opposite the lowest circled number. If only one time is circled, select that time period.

If no motorcoaches are departing during any of the precoded time periods, (i.e. the departures are after 12 noon), go back to Q.2 and select that day opposite the next lowest number and repeat Q.3 for that day. If an alternate day is selected in that way, make a note to this effect at the end of the questionnaire explaining why interviewing is not being conducted on the day with the lowest number.

Q.4 Interviewing must begin half an hour before the selected time period. Thus, if 7:00 to 9:00 a.m. has the lowest number opposite it, you will inform the respondent that interviewing will begin at 6:30 a.m. and continue to 9:00 a.m. on the selected day. Circle the selected stint time in the box.

Ruston/Tomany & Associates Ltd. R/T 19151

OVERNIGHT CHARTER STINT ASSIGNMENT

VERSION #: _____

ACCOMMODATION ESTABLISHMENT ______________________________ PHONE #: _______
NAME , LOCATION

STINT ______________ TO ______________
START DATE END DATE

CONTACT: ____________________ POSITION: ____________________

INTRODUCTION: Hello, I am ______________________ Ruston/Tomany & Associates. We are conducting a study on behalf of the Government of Canada, Alberta and British Columbia on the Banff, Jasper, Yoho and Kootenay Parks.

1. Earlier you/(the manager) agreed to cooperate in this project by giving us permission to conduct interviews with Motorcoach visitors as they leave your establishment. We would like to conduct interviewing at your establishment for several hours one day over the next few days. Will any Motorcoach groups be leaving your establishment for the last time, that is checking-out between START DATE AND END DATE inclusive?

   YES 1

   NO 2 THANK RESPONDENT. SELECT REPLACEMENT ESTABLISHMENT FROM YOUR SAMPLE LIST.

2. On which days, between START DATE and END DATE inclusive, are any Motorcoach groups checking out from your establishment? (PROBE TO ENSURE YOU HAVE INFORMATION ON ALL MOTORCOACH DEPARTURES OF THE WEEK. CIRCLE NUMBER OPPOSITE EACH DAY ON WHICH MOTORCOACHES DEPARTING.

   MONDAY
   TUESDAY
   WEDNESDAY
   THURSDAY
   FRIDAY

   SELECT DAY OPPOSITE LOWEST NUMBER CIRCLED.

3. We would like to conduct interviewing at your establishment on READ SELECTED DAY BETWEEN SELECTED TIME.

   7:00 A.M. AND 9:00 A.M. 1
   8:00 A.M. AND 10:00 A.M. 2

   SELECT TIME PERIOD OPPOSITE NUMBER CIRCLED.

RECORD: Interviewing will take place on:

______________________________ BETWEEN: ______________
DAY TIME TIMES

Ruston/Tomany & Associates Ltd. R/T 19151

OVERNIGHT CHARTER STINT ASSIGNMENT

VERSION #:_____

ACCOMMODATION ESTABLISHMENT ______________________________ PHONE #:_______
NAME · LOCATION

STINT ____________ TO ____________
START DATE END DATE

CONTACT: ____________________ POSITION: ____________________

INTRODUCTION: Hello, I am ____________________ Ruston/Tomany & Associates. We are conducting a study on behalf of the Government of Canada, Alberta and British Columbia on the Banff, Jasper, Yoho and Kootenay Parks.

1. Earlier you/(the manager) agreed to cooperate in this project by giving us permission to conduct interviews with Motorcoach visitors as they leave your establishment. We would like to conduct interviewing at your establishment for several hours one day over the next few days. Will any Motorcoach groups be leaving your establishment for the last time, that is checking-out between START DATE AND END DATE inclusive?

YES	1	
NO	2	THANK RESPONDENT. SELECT REPLACEMENT ESTABLISHMENT FROM YOUR SAMPLE LIST.

2. On which days, between START DATE and END DATE inclusive, are any Motorcoach groups checking out from your establishment? (PROBE TO ENSURE YOU HAVE INFORMATION ON ALL MOTORCOACH DEPARTURES OF THE WEEK. CIRCLE NUMBER OPPOSITE EACH DAY ON WHICH MOTORCOACHES DEPARTING.

SATURDAY SUNDAY	SELECT DAY OPPOSITE LOWEST NUMBER CIRCLED.

3. We would like to conduct interviewing at your establishment on READ SELECTED DAY BETWEEN SELECTED TIME.

7:00 A.M. AND 9:00 A.M.	1	SELECT TIME PERIOD OPPOSITE
8:00 A.M. AND 10:00 A.M.	2	NUMBER CIRCLED.

RECORD: Interviewing will take place on:

____________________ BETWEEN: ____________
DAY TIME TIMES

OVERNIGHT CHARTER BUS - AN OVERVIEW

Overnight charter passengers will be given two self-completion questionnaires as they leave their last night's accommodation in the parks. They will be asked to mail these questionnaires back to us in stamped, self-addressed envelopes on the day they received them. A charter bus stint is two hours long and requires three interviewers, including the supervisor.

In order to qualify, passengers must be leaving the Parks on their chartered bus that morning. Although they may not be leaving the Park directly from the accommodation (i.e., they may be spending the day in the Parks), they must not be spending another night in the Parks in order to qualify for inclusion on the survey.

The stint involves distributing self-completion questionnaires to passengers and recording passenger counts from the drivers of as many buses as possible.

CHARTER BUS PROCEDURES - NIGHT BEFORE STINT

The stint supervisor will call the selected accommodation before the stint start date and, using the Overnight Charter Stint Assignment Form, determine at which time on which day the stint will take place.

On the afternoon before the selected stint date, the stint supervisor will call at the accommodation and determine how many buses will be leaving this accommodation the next morning. Having determined this, the supervisor will give the appropriate hotel staff member the same number of Tour Guide Introduction letters as there are buses leaving the next morning, asking that these letters be given to the tour guides of each of the departing buses.

The supervisor must attempt to determine to which language groups the departing bus tour groups belong and make sure each tour guide is given an introduction letter in the appropriate language as well as one in English. These introduction letters may be left with the hotel desk to be picked up as messages by the tour guides or they may be included in the information packages which many of the large hotels prepare for incoming tour guides. These introduction letters will alert the tour guides that we may be distributing self-completion questionnaires to their group on the following morning.

CHARTER BUS PROCEDURES - MORNING OF STINT

Arrive at the selected accommodation one half hour before the stint start time. the stint supervisor will immediately seek out the departing buses and find out from their drivers:

- If his bus is leaving the parks for the last time that morning;
- The language group to which the passengers on his bus belong;
- The number of passengers on his bus; and
- Whether his bus will make it's next overnight stop in Canada or in the U.S.

Once the stint supervisor has obtained this information for all buses departing during the stint time and recorded this on the charter tally sheet, appropriate field materials can be prepared.

Field materials consist of a package which contains:

- 1 self-completion questionnaire on long paper, dealing with expenditures made while in the parks;

- 1 self-completion questionnaire on short paper dealing with activities engaged in while in the parks;

- 1 map of the parks;

- a letter of introduction in the same language as the questionnaires which asks the respondent to fill out the two questionnaires and mail them back to us on the same day that they received them; and

- 1 self-addressed, pre-stamped envelope good for mailing within Canada (or the U.S., if that is where the bus will make it's next stop.)

To prepare these packages for distribution entails:

- assembling enough packages in the appropriate language groups for one third of the number of passengers on each qualifying bus;[1]

- writing the stint number (taken from the stint schedule) at the top of the long-paper questionnaire in each package; and

- recording the questionnaire numbers of the packages which will be distributed.

N.B. - If a bus is heading for the U.S. that night, questionnaire materials for that bus must be transferred to a U.S. stamped, return addressed envelope, taking care that all materials are transferred and that the two numbered questionnaires remain together.

The team is now ready to distribute the field materials. Crew members with the appropriate packages should be stationed at the door of each departing bus which qualifies, just before the passengers are ready to board. As the passengers approach the bus to board, hand one package of field materials to every third passenger boarding.[1] Smile as you do this. Wave to the passengers as their bus departs. The supervisor should then fill out the stint summary sheet, making sure to revise the record of questionnaire numbers of questionnaires distributed during the stint.

---

[1] This interval was changed to every second passenger during winter.

---

[1] This interval was changed to every second passenger during the winter interviewing period in order to increase the questionnaire yield while charter activity was at a low level.

FOREIGN LANGUAGE PROCEDURES

Instruction For Foreign Language Self Completion Questionnaires

Three foreign language versions of all questionnaires are available for this study. The languages are French, German and Japanese. If a visitor is having difficulty completing an English language questionnaire or cannot understand English, determine whether the respondent speaks any of the three available languages and use the appropriate questionnaire. If the selected respondent does not speak English, but one of the other party members does, it is acceptable to use an English version of the questionnaire and use the English speaking member as a translator only if the selected person does not speak one of the three available foreign languages. If the respondent does speak one of the three, it is preferable to have him or her complete the foreign language version rather than rely on a third party to accurately translate the questions and answers.

If a respondent does not understand English or any of the three translated questionnaire languages, terminate the interview.

Hand the appropriate foreign language questionnaire to one adult in the party. The first few questions can be answered by any adult in the party. At question number three, a respondent will be chosen using the birthday method.

The respondent is to complete the questionnaire on his on her own. At two or three points during the beginning of the questionnaire (depending on the mode) the respondent may disqualify himself/herself and hand the questionnaire back to the interviewer as directed. Check that the respondent actually is disqualified according to his/her answers. For the highway, train and bus questionnaires, if the respondent has circled 'yes' in question 2 or 4 ('yes' is the second possible answer in each case) he/she is disqualified from the study. In the case of the charter questionnaire, if the respondent has answered 'no' (the second possible answer for either -a), -b) or -c) in question number one, then he/she is disqualified. As in all the other modes, if the respondent answers 'yes' in question 4, he/she is disqualified from the survey.[1]

Question 3 asks whose birthday comes next and specifies that the person with the next birthday should complete the rest of the questionnaire. At this point, therefore, the person who has been completing the questionnaire may pass it to another travel party member to complete.

When the respondent has completed the questionnaire, check it over to see that questions appear to have been answered properly.

Hand the respondent the appropriate souvenir and thank him/her for participating in the study.

Finally, interviewers must complete the last page of the questionnaire for all attempted or completed interviews. For the highway version interviewers must indicate the mode of exit and any towed equipment. For all versions, interviewers must record respondent refusal (if applicable) as well as the location, date and time of the interview.

---

[1] Foreign-language chartered motorcoach questionnaires were adapted to a self-completion format after the fieldwork on this study commenced.

SPECIAL WINTER PROCEDURES

WINTER/SKIER

CHANGES

Roadside:

- Screener is now longer.
- Visitor questionnaire is now handed to respondent with mailback to be mailed back to us.
- A new question (Q.9) has been added to the screener, asking for estimate of total expenditure in Parks.
- Passthrough questionnaire is administered by interviewer.

Night Counts:

- We are now counting cars with visible skis on the outside (i.e., in ski-racks) separately from cars with no visible skis.
- Still counting Alberta and Non-Alberta separately.

Ski Hill Stints:

- We have added 12 extra interview stints at Ski Hills so we can interview skiers.
- Interviewing takes place in ski hill parking lots.
- Administration is identical to winter roadside method.
- New skier screener which asks what time they are going to leave Parks.
- A counter will be stationed at the exit from the parking lot and will count exiting vehicles, keeping separate counts of visible skis and no skis, as well as Alberta and Non-Alberta.

Skier Count Stints:

- We have added 16 extra count stints in the early evening to count exiting skiers.
- Ski count stints will be conducted in sets of three at Banff, Yoho and Radium. There will be single stints at Jasper east.
- Total of 8 sets (4 in Banff, 4 in Jasper).
- Separate counts of visible skis and no skis as well as Alberta and Non-Alberta.
- Staggered start times for sets of stints.
- Counts will be four hours long, starting when last interviewing stint ends (see schedule).

Ruston/Tomany & Associates Ltd. R/T 19151

WINTER/SKIER

Interviewing Instructions

ROADSIDE

The screener is now longer, but the main questionnaire will be given to visitors along with the mailback to be mailed back to head office.

The passthrough questionnaire will be administered by the interviewer.

Screener

Q.7-b)

If no time or money or sightseeing in any Park (Q.7-b), respondent is a passthrough. Skip to question 10-a), get name/address etc., and take a passthrough questionnaire from your pile. Administer this short questionnaire, thank respondent and staple questionnaire to the screener. These get sent back to head office by your supervisor.

If respondent spent any time or money in any Park, or went sightseeing, he is a visitor. In this case, continue on with the screener.

Q.9-a) -b)

A new question (Q.9) has been added. This question will yield us an approximation of the total amount spent in the Parks by everyone in the vehicle. Be sure respondent includes all expenses for everyone in the vehicle whether in cash, credit card or cheque. Also make sure you know what currency the respondent is using.

In Q.9-b), we want to know if they pre-paid any expenses (i.e., reserving and paying for a rental car or motel in the Parks before actually arriving.)

Now go to Q.10.

After screening is completed, thank respondent and hand him an envelope containing a visitor questionnaire, a mailback (short) questionnaire, a map and an explanatory letter. If respondent is going to mail it back from the States, give him an American envelope.

N.B.

Before handing over the envelope, you must record the number on the questionnaire in the envelope and write it on the top of page 1 of your screener. We must know the number of the package you hand respondents who are visitors. The screeners you collect will be given to your supervisor to mail back to head office.

Also, please write the stint number on each questionnaire before it is distributed, just as you do with charter questionnaire.

Passthrough

The passthrough questionnaire is very brief and contains material you are familiar with from the old Roadside questionnaires.

N.B.

Remember to staple this questionnaire to its screener when you are finished, and return both to your supervisor.

SKIER

The administration of the skier questionnaire is almost identical to that of the Roadside version, except that there will be no passthrough component.

Screener

Q.A. We want to know if they are heading out of the Parks today. If not, terminate and erase.

Q.B. We want to know if they are leaving by the Banff East Gate when we are interviewing at Sunshine, Louise or Mt. Norquay.

When we are at Marmot Basin in Jasper, we want to know if they are leaving by the Jasper East Gate.

If they are not leaving by the specified gate, circle the next available number in the Tally Box below the question and approach another respondent, using the same screener, until you find a respondent leaving by the appropriate gate.

Q.C. We want to know what time they will be passing through the Park Gate. Be sure the respondent gives you a time, not "later" or "this evening" etc. A rough estimate will do, but it must be expressed as a time of day.

N.B. Be sure the respondent knows where the park gate you are speaking of is located. (Banff East Gate is just before the first Canmore exit; Jasper East Gate is about 40 miles (65 kilometers) east of the Town of Jasper.)

The rest of the screener is identical to the winter Roadside screener, except we do not screen for passthroughs at Q.7-b).

When screening has been completed, hand the respondent one of the envelopes containing the visitor questionnaire, the mailback, map and letter. As you are handing this package to the respondent, make sure you record the number at the top of the questionnaire and write on top of page 1 of your screener.

Also, please write the stint number on each questionnaire before it is distributed.

Thank respondent, ask him to fill out and mail back the questionnaires today, and hand him an Alberta souvenir.

BUS/TRAIN/CHARTER

Although the questionnaires have changed slightly, the administration remains identical.

Just continue to treat these questionnaires the way you have previously.

FOREIGN LANGUAGE

Although slight changes have been made to these questionnaire, administration remains the same.

Roadside

This continues to be a respondent answered questionnaire. This means the respondent must fill it out at the roadside in his car and hand it back to the interviewer when it is done. The interviewer then hands him a mailback questionnaire in an envelope and gives him an Alberta souvenir.

Skier

We have added (in the respondent's language) the question about leaving by the Park gate and time of exit. If the respondent is unsure of the location of the gate, show him, Card 2 (the map of the parks). Show him where he is being interviewed and where the gate is.

Otherwise, administration of this questionnaire is identical to Foreign Language Winter Roadside. The respondent must complete the questionnaire in his car, hand it back to the interviewer and be given a mailback in an envelope. As it may take the respondent several minutes to complete the questionnaire, the interviewer should approach other respondents while the questionnaire is being completed.

Bus/Train/Charter

The administration of these foreign language questionnaires has not been changed.

N.B.

Be sure to write the stint number (see your schedule) on each charter questionnaire before it is distributed.

ROAD SET UPS

ROAD SET UP AND SIGNING

Although each roadside interviewing site is different, and each will need its own specific set-up and signing plan, they will all fall into one of three groups:

- Two lane roads;
- Four-lane undivided highways; and
- Four-lane divided highways.

In other words, the set-up and signing requirements for one four-lane undivided highway will be similar for all four-lane undivided highways. The requirements for each site will differ with respect to:

- the visibility in both directions from the site;
- the grade;
- the presence or lack of other roads or intersections within the approaches to the site;
- the type of shoulder at the site;
- the presence or lack of curbs at the site; and
- the posted maximum speed limit on that particular stretch of road.

For the purposes of the National Parks Visitor Survey, we will be controlling traffic in one direction only, the direction heading out of the Parks. The areas in which we'll be working have posted speed limits ranging from 30 Km/h to 90 Km/h. We will be lowering traffic speed to 50 Km/h in the approaches to the site, unless the posted limit is 50 Km/h or less.

On two-lane roads, we will be diverting traffic onto the shoulder or into a turn-out for interviewing. On four-lane highways we will be closing off the right hand (slow) lane, and diverting traffic into it for interviewing.

In order for every vehicle to have an equal chance of being randomly selected for interviewing, traffic flow exiting the Parks must always be restricted to one lane and must always be slowed down so that cars can be diverted. These are the main requirements of the roadside component of this survey. Everything else we do on the road is for the purpose of guaranteeing the safety of interviewers and motorists while we achieve these two goals.

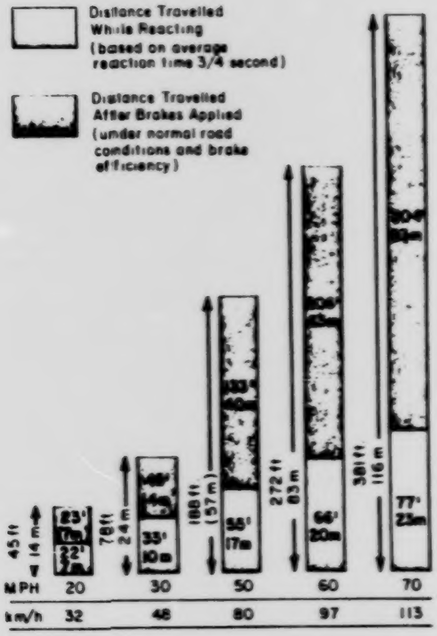
Priorities

Your three priorities on the highway are:

1. Interviewer safety;
2. Motorist safety; and
3. Getting completed surveys; in that order.

EMERGENCY STOPPING DISTANCES

- A motorist travelling at 30 Km/h (20 mph) requires 15m (45 ft) after sighting an obstruction to come to a full stop;
- A motorist travelling at 50 Km/h (30 mph) requires 25m (80 ft);
- A motorist travelling at 80 Km/h (50 mph) requires 60m (190 ft);
- A motorist travelling at 100 Km/h (60 mph) requires 80m (270 ft);
- A motorist travelling at 110 Km/h (70 mph) requires 115m (380 ft).



- This demonstrates the importance of giving drivers adequate advance warning by the proper use of flaggers and signs.

SIGNING AND CONING DISTANCES

- Distances between signs must be a minimum of 100m.

- Tapers must be a minimum of 100m long (the taper is the angled line of cones starting at the shoulder which closes the right hand lane at a four lane site).

- Tangents must be a minimum of 100m long (the tangent is the straight line of cones, beginning at the end of the taper, which physically separates the closed lane from the open lane at a four lane site).

- Cones which make up the taper must be no more than 5m apart.

- Cones which make up the tangent and those cones on the center line must be no more than 10m apart.

- The opening between cones on the tangent through which vehicles are diverted must be at least 15m long. This opening should be marked at either end with double cones for improved visibility.

- The interviewing site must be at least 60m long, so that 3 motorhomes can sit head to tail inside it.

- The flagperson's station must be at least 50m from the nearest interviewer or diverted vehicle.

- On two-lane sites and four-lane undivided sites, the cones along the center line must begin where the shoulder taper starts and extend right to the end of the interviewing site where diverted vehicles re-enter traffic.

On high-speed or high-volume highway sites, minimum distances should be greater than those specified, depending on visibility, grade, traffic volume and speed.[1]

---

[1] In some cases, where space at an interviewing site was restricted, signage and coning distances were reduced. Each interviewing site was designed to suit the circumstances and to maximize motorist safety.

Coning

The standard approved method of coning a highway requires a two-person team. The first person carries a stack of cones over his shoulder, pointed end down. This person paces off the distance (one long stride equals a metre), and stops where he wants a cone placed. The second member of the team follows the first person, pulling a cone out of the stack and placing it on the road where the first person stops.

The advantage of this system is that the first person is free to watch traffic coming towards the team, and the second person watches the team's back.

Deconing is carried out in the same manner as coning. The first person in the team picks up the first cone and carries it over his shoulder, pointed end down, while he paces slowly along the line of cones. The second member of the team picks them up and drops them in the stack on the first person's shoulder. If you have to cross traffic lanes to deposit or pick up a stack of cones, be sure to do so only when it is safe, and be sure to watch front and back.

Always wear your fluorescent safety vest and orange hard hat, especially when coning or deconing.

TWO LANE ROADS

Signs And Cones

You will need the following signs:

- 2 bilingual "Traffic Survey Ahead" signs (TS-1)
- 2 "No Passing" signs (RB-31)
- 2 "50 Km/h Ahead" signs (RB-5-50)
- 2 "50 Km/h Maximum" signs (RB-1-50)

- 1 "Flagman Ahead" sign (WDA-45)
- Approximately 100 18 inch safety cones.

Set-Up

The sequence in which you set up signs and cones is very important. Please follow instructions carefully.

1. Set up the traffic signs which lead up to the "head end" of the site (the end which the traffic we are diverting approaches first). Use your hazard flashers and drive slowly along the shoulder as you set these signs up.

2. Set-up the traffic signs on the other side of the road leading up to the "tail end" of the site (the end from which diverted

vehicles re-enter traffic after being interviewed). As you are setting up these signs, you can drop piles of cones on the shoulder for the next step.

3. Now, starting at the head end of the site, about 15m past the "Flagman Ahead" sign, commence coning a short taper from the inside edge of the shoulder to the outside edge of the shoulder. A taper 20m in length, with cones 2m apart will do.

   Now cone along the outside edge of the shoulder for a distance of at least 100m. Leave a gap of 15m, marked by double cones, for diverted vehicles to enter the interviewing area. Continue coning the edge of the shoulder for at least 60m to the end of the interviewing area. Mark the end of the site with double cones.

   Where a turnout is used for interviewing, rather than the shoulder, you should mark a 15m exit gap with double cones for vehicles to re-enter traffic from the turnout.

4. Return to the head end of the site and commence coning the center line, working towards the tail end of the site. Cones along the center line should extend the full length of the cones along the shoulder. Be alert while working on the center line.

5. You may now finish coning the interview site, marking out a short taper from the entrance gap over to the farthest edge of the shoulder where it is safe for a vehicle to park (or into the turnout, if that is the case). Now mark out a tangent which extends to the end of the site (or to the exit gap, if you are interviewing in a turnout). In the case of a turnout, a short taper should now be marked out to the exit gap.

Where possible, diverted vehicles should be able to re-enter traffic with a minimum of turning. In some locations, the flagperson may have to stop traffic so that large or cumbersome vehicles may re-enter traffic safely.

Tear Down

The tear down is carried out in reverse sequence to the set-up, and in the reverse direction.

1. Starting at the tail end of the site, decone the shoulder, moving towards the head end of the site.

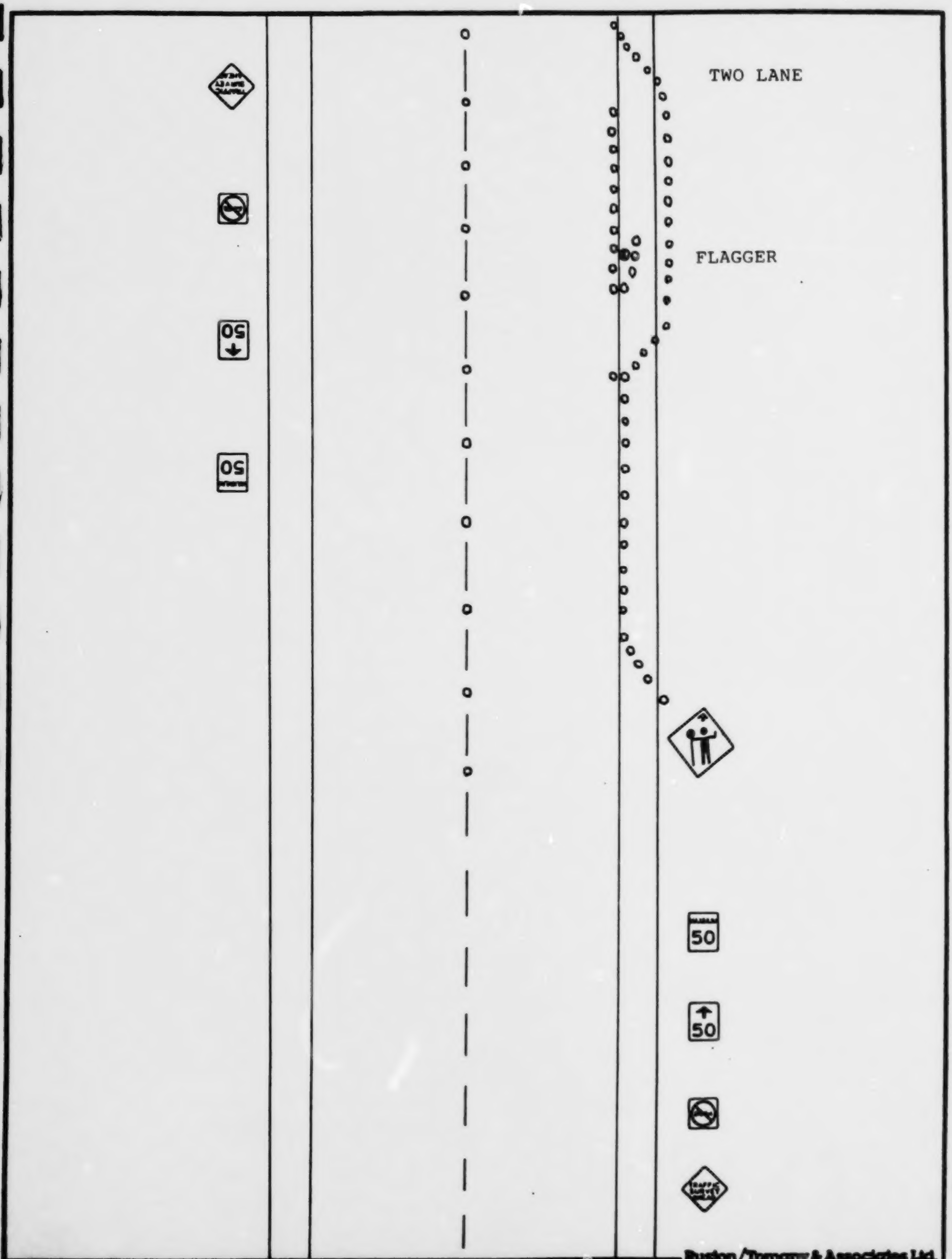
2. Starting at the tail end of the site, decone the center line, using the approved method, moving towards the head end of the site. When crossing traffic to deposit stacks of cones, be alert.

3. You may now decone the interviewing area.

4. Tear down the signs on the interviewing side of the road, beginning with the "Flagperson Ahead" sign and heading towards the "Traffic Survey Ahead" sign.

5. Now tear down the signs on the opposite side of the road, starting with the "50 Km/h Maximum" and heading towards the "Traffic Survey Ahead" sign.

Pick up all signs and cones and pack them in the truck, moving slowly along the shoulder with the four way flashers on.


TWO LANE
FLAGGER
50
50
50
50

Ruston/Tomany & Associates Ltd.

FOUR LANE UNDIVIDED HIGHWAYS

Signs And Cones

You will need the following signs:

- 3 bilingual "Traffic Survey Ahead" signs (TS-1)
- 3 "No Passing" signs (RB-31)
- 2 "Right Lane Closed" signs (WA-33R)
- 3 "50 Km/h Ahead" signs (RB-5-50)
- 3 "50 Km/h Maximum" signs (RB-1-50)

- 1 "Flagman Ahead" sign (WDA-45)
- 1 "Keep Left" chevron (WDA-9)
- Approximately 100 18 inch safety cones.

Set Up

The sequence in which a four lane undivided highway site is set up is very similar to that used for a two lane site:

1. Set up the sign sequence leading into the head end of the site.
2. Set up the sign sequence on the opposite side of the road leading up to the tail end of the site.

3. Set up the sign sequence on the opposite side of the road leading up to the head end of the site. These signs will face the traffic which is approaching the head end of the site. They are there for the benefit of drivers who are travelling in the left hand (fast) lane, whose view of the right shoulder may be blocked by slower traffic.

4. Now cone a taper a minimum of 100m long, starting about 15m past the "Flagman Ahead" sign. This will extend across the right hand lane, closing it off. This taper ends at the broken line between the left and right lanes. Place the "Keep Left" chevron behand this taper, on the right-hand edge of the right lane. Be very careful when coning this taper. Keep a sharp eye out for traffic in both directions.[1]

5. Now cone a tangent a minimum of 100m long leading up to the entrance gap. Mark the entrance with double cones. Coninue the tangent a minimum of 60m, or to the end of the site. Mark the tail end of the tangent with double cones.

6. Now return to the head end of the site and cone the center line towards the tail end of the site. This will extend the full length of the cones in the right lane. Be alert.

7. You can now cone the interviewing areas. Bring a short taper from the entrance gap right over to the far right side of the shoulder, then mark a tangent along the edge of the shoulder to the end of the site.

On a four lane site, where we are closing off a lane, we will interview on the shoulder. Diverted vehicles will pull out from the shoulder into the closed lane and exit straight out that lane into traffic. We do not want any complicated merging manoeuvres.

---

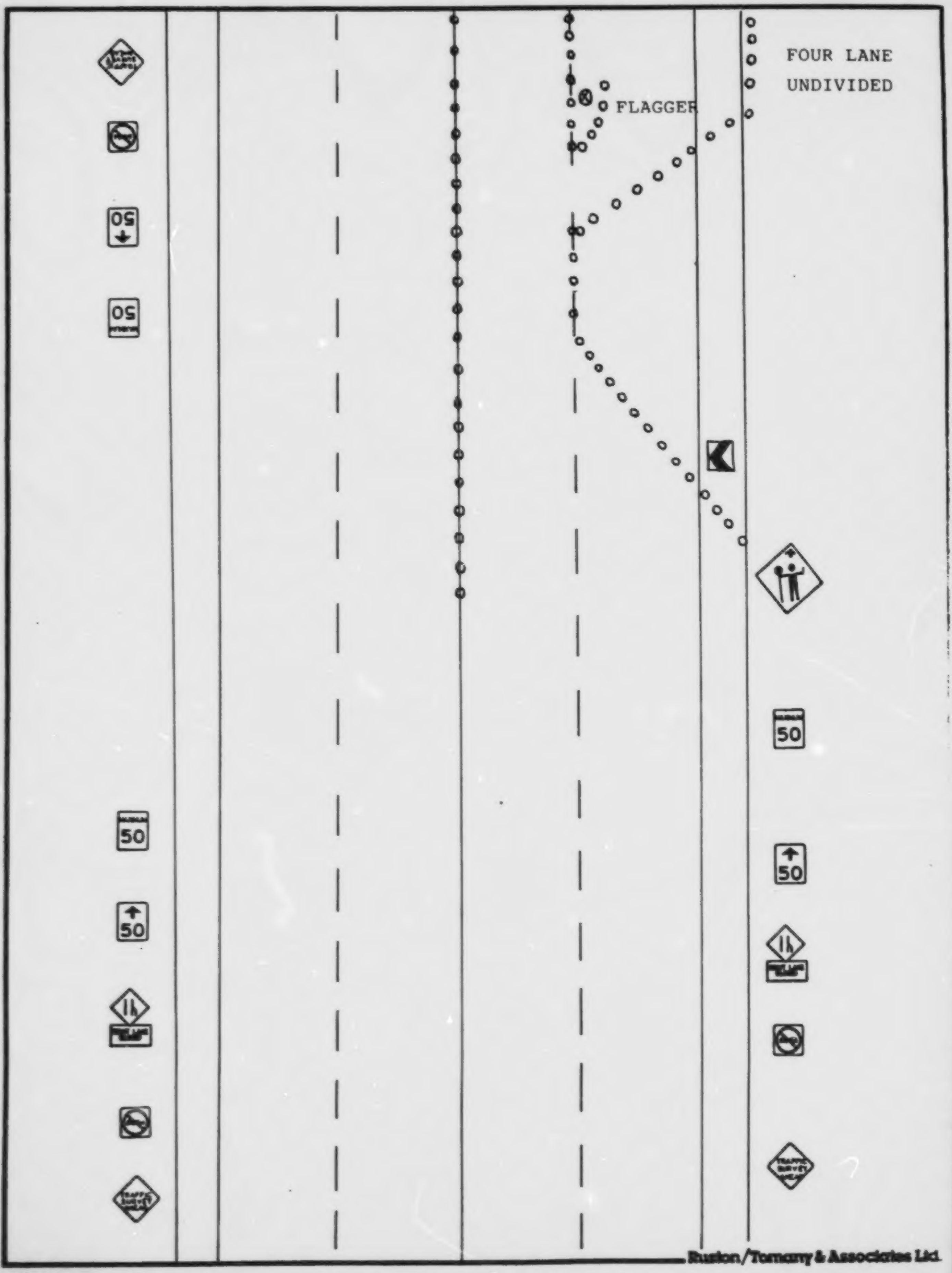
[1] In practice, a flagger was always used when coning or deconing took place on the highway itself.

Tear Down

The teardown is carried out in reverse sequence and reverse direction from the set-up.

1. Starting at the tail end of the site, decone the broken line between the right and left lanes, moving towards the head end of the site.
2. Starting at the tail end of the site, decone the center line towards the head end of the site.
3. Decone the interviewing area.
4. Tear down the signs on the interviewing side of the road, starting with the "Keep Left" chevron and moving towards the "Traffic Surevy Ahead" sign.
5. Tear down both sequences of signs on the far side of the road.

Pick up all cones and signs and pack them in the truck, moving slowly along the shoulder with the four way flashers on.


FOUR LANE
UNDIVIDED
FLAGGER
50
50
50
50
50
50
50
50

Ruston/Tomany & Associates Ltd.

FOUR LANE DIVIDED HIGHWAYS

Signs And Cones

You will need the following signs:

- 2 bilingual "Traffic Survey Ahead" signs (TS-1)
- 2 "No Passing" signs (RB-31)
- 2 "Right Lane Closed" signs (WA-33R)
- 2 "50 Km/h Ahead" signs (RB-5-50)
- 2 "50 Km/h Maximum" signs (RB-1-50)

- 2 "Flagman Ahead" sign (WDA-45)
- 1 "Keep Left" chevron (WDA-9)
- Approximately 100 18 inch safety cones.

Set Up

Setting up a four lane divided highway site is done in much the same manner as a four lane undivided highway and in a similar sequence:

1. Set up the sign sequence leading into the head end of the site. On a four lane divided highway, however, a duplicate sequence of signs is placed on the left shoulder for the benefit of traffic using the left lane.

Cruse slowly down the right shoulder with the four way flashers on. As you place a sign on the right shoulder, wait for an appropriate break in traffic, walk across the highway when it is safe to do so, and place an identical sign on the left shoulder. The "Keep Left" chevron, however, is only employed on the right shoulder. Always wear your safety vest and hard hat.

2. Commence coning a taper of 100m minimum length, starting about 15m beyond the "Flagman Ahead" sign. This taper will start from the far right side of the shoulder and extend out to the broken line which separates the right lane from the left lane. Now place the "Keep Left" chevron behind the taper, on the right hand edge of the right lane. Be very careful when coning this taper. Watch traffic approaching. It may be necessary to have the Flagperson stop oncoming traffic while this taper is being coned.

3. Now cone a tangent a minimum of 100m long heading up to the entrance gap. Mark the entrance with double cones. Continue the tangent a minimum of 60m, or to the end of the site. Mark the end of the tangent with double cones.[1]

4. You can now cone the interviewing area. Bring a short taper from the entrance gap over to the far side of the right shoulder. Once again, diverted vehicles will be interviewed on the shoulder. When exiting, they will pull out from the shoulder into the closed right lane and head straight out this lane into traffic.

---

[1] In addition, the left shoulder was coned at divided highways.

Tear Down

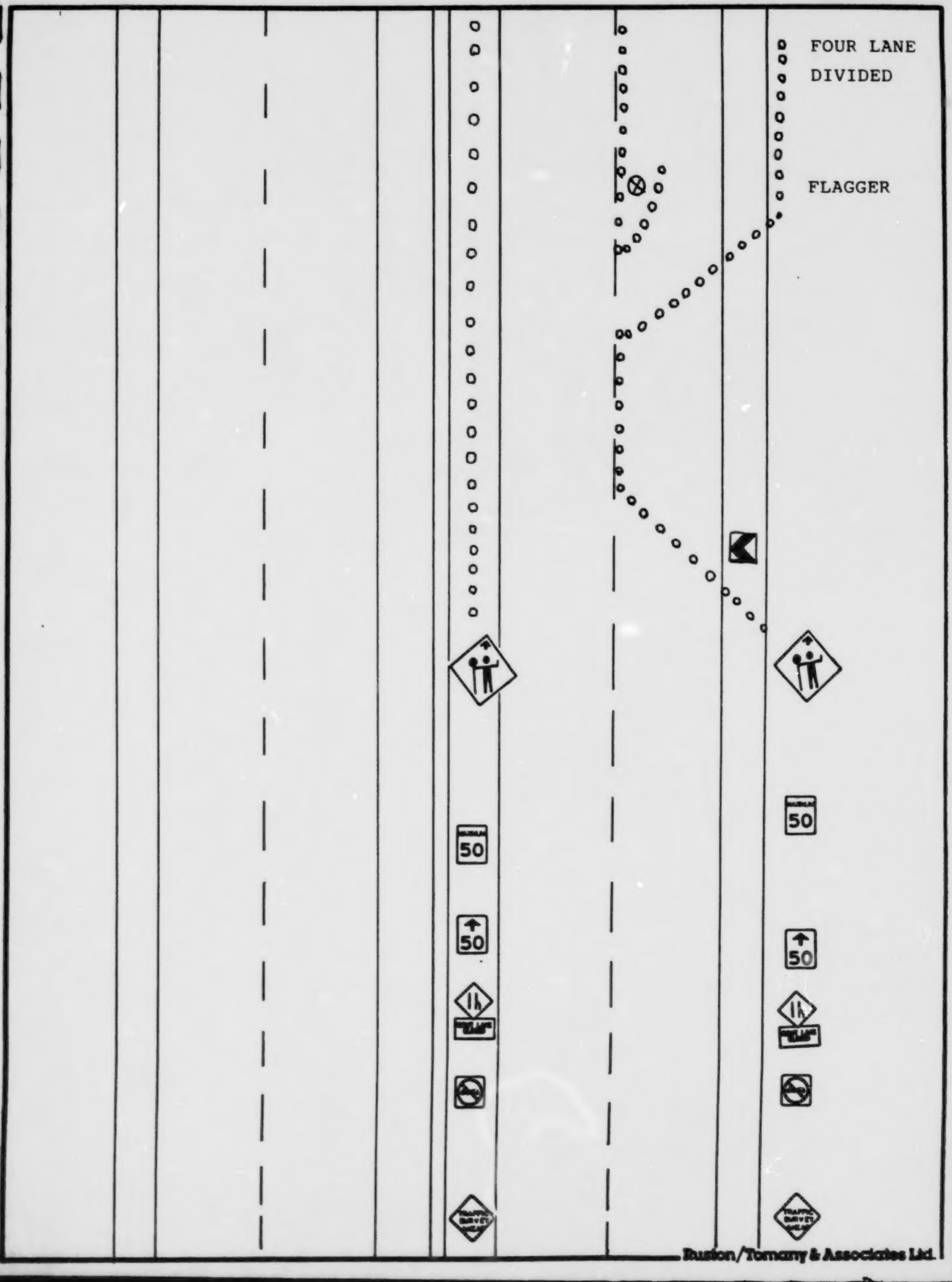
1. Starting at the tail end of the site, carefully decone the broken line separating the two lanes. Decone towards the head end of the site.

2. Decone the taper, moving from the tail end to the head end.

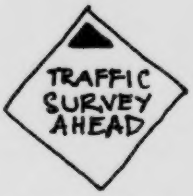
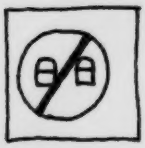
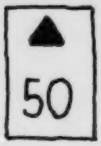
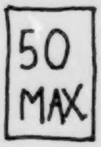
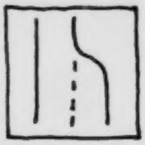
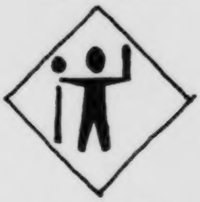
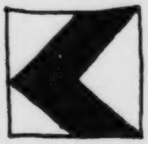
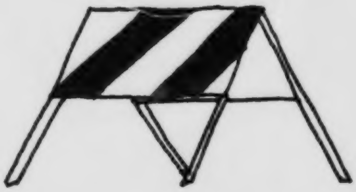
3. Decone the interviewing area.

4. Tear down the signs on the right shoulder, starting with the "Keep Left" chevron and moving towards the "Traffic Survey Ahead" sign. As you tear down each sign, wait until it is safe to walk across traffic and bring back the corresponding sign on the left shoulder.

Pick up all cones and signs and pack them in the truck, moving slowly along the shoulder with the four way flashers on.

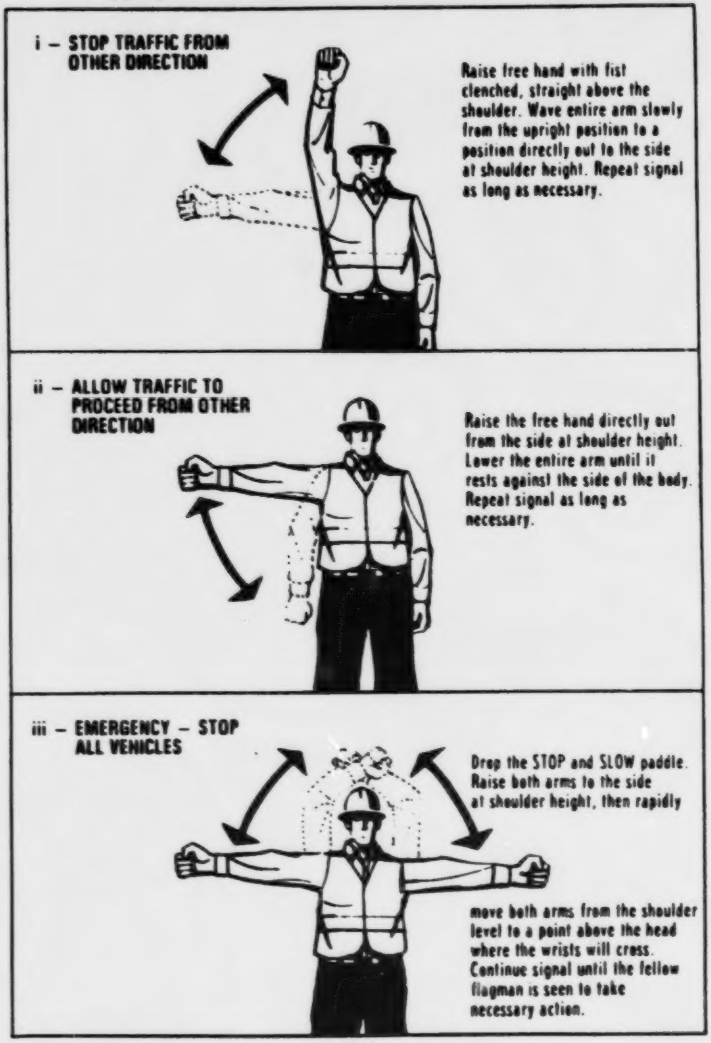

FOUR LANE
DIVIDED
FLAGGER
50
50
50
50
Ruston/Tomany & Associates Ltd.

SIGNS

TS-1	TRAFFIC SURVEY AHEAD	 TRAFFIC SURVEY AHEAD
RB-31	NO PASSING	
RB-5 (50)	50 kph AHEAD	
RB-1 (50)	50 kph MAXIMUM	
A-33 (R)	RIGHT LANE CLOSED AHEAD	
WDA-45	FLAGGER AHEAD	
WDA-9	KEEP LEFT	
LS-2	Sign Stand	

FLAGGING AND SAFETY

Flagging Team Signals to Instruct Fellow Flagman



i – STOP TRAFFIC FROM OTHER DIRECTION

Raise free hand with fist clenched, straight above the shoulder. Wave entire arm slowly from the upright position to a position directly out to the side at shoulder height. Repeat signal as long as necessary.

ii – ALLOW TRAFFIC TO PROCEED FROM OTHER DIRECTION

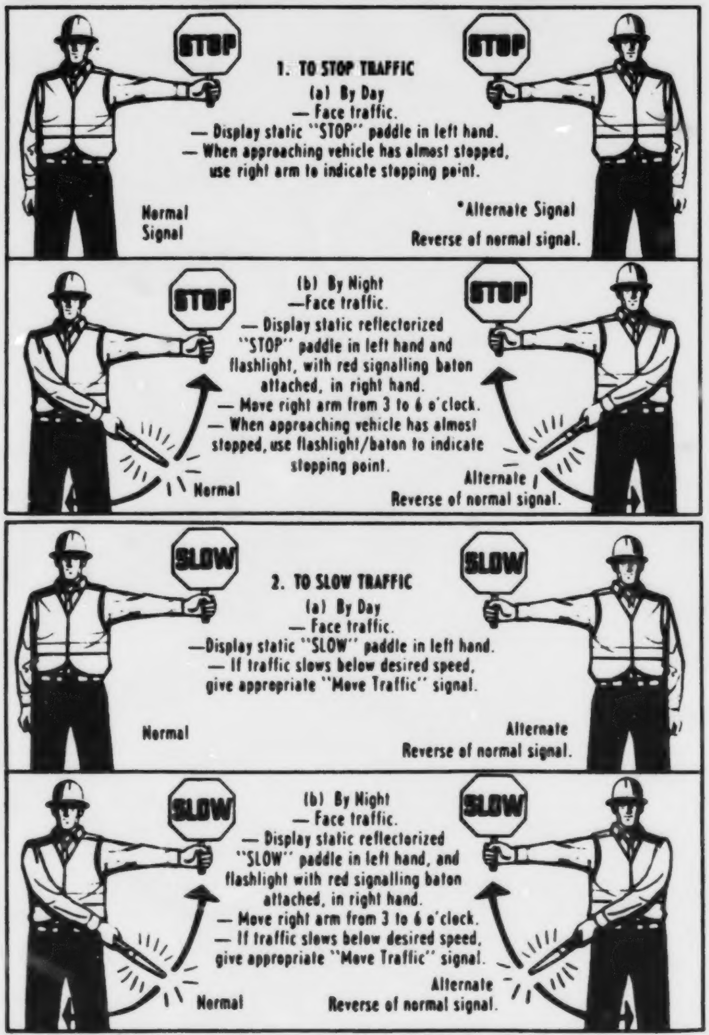
Raise the free hand directly out from the side at shoulder height. Lower the entire arm until it rests against the side of the body. Repeat signal as long as necessary.

iii – EMERGENCY – STOP ALL VEHICLES

Drop the STOP and SLOW paddle. Raise both arms to the side at shoulder height, then rapidly move both arms from the shoulder level to a point above the head where the wrists will cross. Continue signal until the fellow flagman is seen to take necessary action.

APPENDIX "G"

Flagging Signals for Traffic Control



1. TO STOP TRAFFIC

(a) By Day
— Face traffic.
— Display static "STOP" paddle in left hand.
— When approaching vehicle has almost stopped, use right arm to indicate stopping point.

(b) By Night
—Face traffic.
— Display static reflectorized "STOP" paddle in left hand and flashlight, with red signalling baton attached, in right hand.
— Move right arm from 3 to 6 o'clock.
— When approaching vehicle has almost stopped, use flashlight/baton to indicate stopping point.

2. TO SLOW TRAFFIC

(a) By Day
— Face traffic.
—Display static "SLOW" paddle in left hand.
— If traffic slows below desired speed, give appropriate "Move Traffic" signal.

(b) By Night
— Face traffic.
— Display static reflectorized "SLOW" paddle in left hand, and flashlight with red signalling baton attached, in right hand.
— Move right arm from 3 to 6 o'clock.
— If traffic slows below desired speed, give appropriate "Move Traffic" signal.

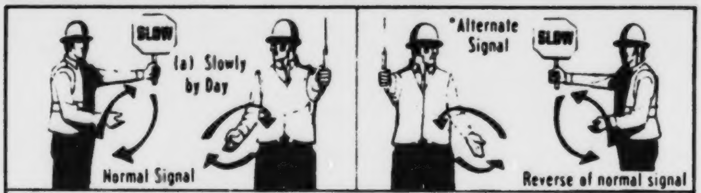
STOP
STOP
Normal Signal
*Alternate Signal
Reverse of normal signal.
STOP
STOP
Normal
Alternate
Reverse of normal signal.
SLOW
SLOW
Normal
Alternate
Reverse of normal signal.
SLOW
SLOW
Normal
Alternate
Reverse of normal signal.

*Use Alternate Signal only when flagman's station is located on the right side of traffic under his control.

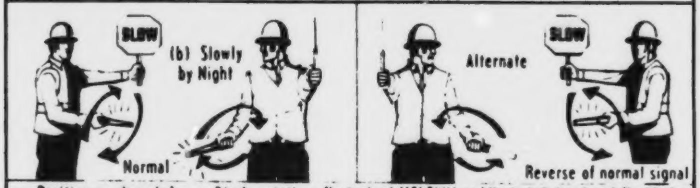
APPENDIX "G" (CONTINUED)

3. TO MOVE TRAFFIC

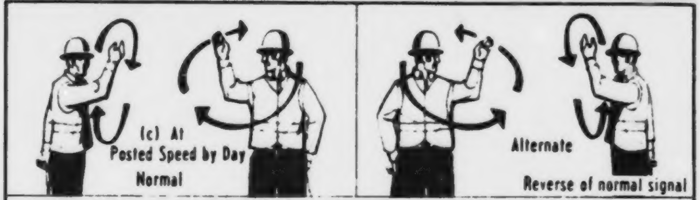
Flagging Signals for Traffic Control


SLOW
(a) Slowly by Day
Normal Signal
*Alternate Signal
SLOW
Reverse of normal signal

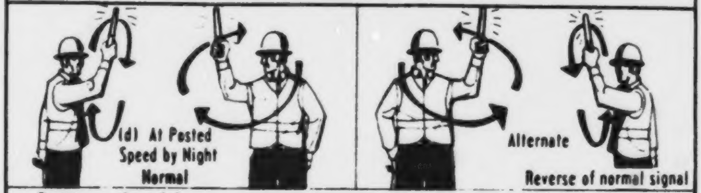
- Face across the approach traffic lane and look across right shoulder at traffic to be moved.
- Display static "SLOW" paddle in left hand. — Advance traffic by rotating lower right arm in an elliptical manner, in the direction vehicle wheels will rotate.


SLOW
(b) Slowly by Night
Normal
Alternate
SLOW
Reverse of normal signal

- Position as above (a). — Display static reflectorized "SLOW" paddle in left hand and flashlight, with red signalling baton, in right hand.
- Advance traffic as above.


(c) At Posted Speed by Day
Normal
Alternate
Reverse of normal signal

- Position as for moving traffic slowly by day (a).
- Lower left arm to conceal paddle and motion traffic on with right arm at shoulder level.


(d) At Posted Speed by Night
Normal
Alternate
Reverse of normal signal

- Position as above (c).
- Hold flashlight, with red signalling baton, in right hand.
- Motion traffic on as above (c).

*Use Alternate Signal only when flagman's station is located on the right side of traffic under his control.

SECTION 52

TRAFFIC CONTROL

General Requirements

When required

52.02. (1) Effective means of traffic control shall be provided whenever the unregulated movement of vehicular traffic constitutes a hazard to workers.

Definition of means

(2) Traffic control means may include patrol vehicles, traffic lights, signs, barricades, cones, detours, flagmen or other techniques and devices, according to prevailing circumstances.

Governing regulations

52.04. (1) Traffic control procedures and equipment shall be in conformity with the current applicable regulations of the following authorities:

Public highways

(a) On public highways—the British Columbia Department of Highways and Public Works.

Municipal areas

(b) In municipally controlled areas—the municipal authority having jurisdiction.

Unorganized areas

(c) In unorganized areas, or where no municipal or other regulations exist—the Workers' Compensation Board of British Columbia.

Board requirements

(2) For the purposes of this Section the Board has adopted the requirements of the British Columbia Department of Highways and Public Works as outlined in the following Departmental publications:

—General Specifications for Highway Construction—Section 190.10.

—Manual of Standard Traffic Signs.

(3) Notwithstanding the foregoing, firms providing professional traffic control services may employ other systems, equipment and procedures than specified hereafter, provided that they are acceptable to the Board.

Use of traffic control devices

52.06. (1) Barricades, cones, or other devices shall be spaced at not more than 100 foot (30.5m) intervals, decreasing to 25 feet (7.6m) or less in the immediate vicinity of work operations and shall be located to give motorists adequate warning, avoiding the need for sudden stops.

(2) Operations or equipment, encroaching on the travelled way, shall be protected by suitable signs, lights, barricades, flagmen, or other effective devices.

(3) Control devices shall be put into operation prior to the commencement of operations and shall be removed when the need for such protection has terminated.

Flagmen

When required

52.08. (1) Except as permitted by clause (2) flagmen shall be employed in the following situations:

(a) When traffic is required to pass working vehicles or equipment which may block all or part of the travelled roadway.

(b) When it is necessary to institute a one-way traffic system through a construction area, where traffic volumes are heavy, approach speeds are high and a traffic signal system is not in use.

(c) Where construction vehicle traffic cannot be co-ordinated with an existing traffic system; when an existing signal light system is not adequate to regulate traffic; or when the work abuts or projects into an intersection so as to interfere with regular traffic movements.

(d) When workers or equipment are employed on the travelled way over the brow of a hill, around a sharp curve, or at any other location where on-coming traffic would not otherwise have adequate warning of their presence.

(e) In high speed, high volume areas, where temporary protection is required while other traffic control devices are being erected or taken down.

(f) For emergency protection, when other traffic control devices are not readily available.

(g) In all situations where adequate protection for workers, working equipment and traffic, is not provided by other traffic control devices.

Exceptions

(2) The requirements for flagmen may be waived where:

(a) adequate protection of workers is provided by other traffic control devices or procedures, or

(b) where circumstances permit the implementation of self-regulating single lane traffic, controlled by signs, as prescribed by the Manual of Standard Traffic Signs, Section B1.26. Such circumstances would include partial or complete obstruction of one traffic lane for periods not exceeding two hours, where traffic is light and sight distance is adequate. Control may be similarly effected where spot obstructions of longer duration exist, such as barricaded washouts or soft sections, as permitted by the General Specifications for Highway Construction Section 190.10.

Selection and instruction

(3) Flagmen shall be responsible persons, who have been instructed in, and have demonstrated, an adequate knowledge of traffic control and flagging procedures, and a thorough knowledge of the regulations contained in this section.

Conduct of flagmen

(4) Flagmen shall not engage in needless conversation, nor shall they depart from their points of duty until relieved.

Traffic co-ordination

(5) When two or more flagmen are working as a team, one shall be made responsible for traffic co-ordination and for the initiation of changes in the direction of traffic flow. He shall determine the duration of flow in each direction of travel, in order to create a cycle which will result in minimum traffic delay and maximum protection of workers.

Location of flagmen

(6) In no case shall flagmen's stations, where two flagmen work as a team, be located less than 50 feet (15.2m) from the work area, except where space requirements dictate otherwise when working at or near an intersection.

"Flagmen Ahead" signs

(7) Except for brief flagging operations, or in an emergency, "Flagman Ahead" signs shall be posted in advance of each flagman's station. Such signs shall be removed promptly when the flagging operation terminates.

Flagging Equipment

Daytime operations

52.10. (1) Each flagman shall be provided with and shall use:

(a) a flagman's STOP and SLOW paddle. A rag or red flag shall not be considered an acceptable substitute for this device, and

(b) a blaze red or blaze orange flagman's vest, poncho or jacket, fitted with at least one horizontal white reflectorized stripe, which shall be worn outside all other clothing. Other apparel may be worn provided that it is acceptable to the Board, and

(c) safety headgear, meeting the requirements of regulation 14.12, which has been fitted with strips of white reflectorized tape about the crown, and

(d) a means of communication for flagmen in the same team where two flag stations are not intervisible. Under no circumstances shall a system of passing batons or tokens be used to signify the last vehicle in a line travelling through a single lane control zone.

Operations in poor visibility

(2) During the hours of darkness, or in conditions of poor visibility, each flagman shall be provided with and shall use:

(a) a flagman's STOP and SLOW paddle, with both faces reflectorized, and

(b) a flashlight fitted with a red signalling baton.

Flagging Signals

Signals, position of flagmen, normal and alternate signals

52.12. (1) The following standard flagging signals shall be used and given in a clear and precise manner:

(a) Where flagmen, at opposite ends of a restriction, use visual signals between themselves to assign changes in directional traffic flow, the signals shall be predetermined and shall not be such as to be mistaken for traffic flagging signals. The following signals are acceptable to the Board: (Appendix "F")

  (i) To instruct a fellow flagman to halt traffic, raise the free hand with fist clenched, straight above the shoulder. Wave the entire arm slowly from the upright position to a position directly out to the side at shoulder height. Repeat signal as long as necessary.

  (ii) To indicate an all clear situation and instruct a fellow flagman that he may allow traffic to proceed, raise the free hand directly out to the side at shoulder height. Lower the entire arm until it rests against the side of the body. Repeat signal as long as necessary.

  (iii) To indicate the approach of emergency vehicles, or other vehicles about to enter the control zone out of the operator's control, drop the stop and slow paddle, raise both arms to the side at shoulder height, then rapidly wave both arms from the shoulder level to a point above the head where the wrists will cross. Continue signal until the fellow flagman is seen to take necessary action.

(b) Each flagman shall stand in a safe position, preferably on the driver's side of the lane used by traffic under his control, where he will be clearly visible and where he has an unobstructed view of approaching traffic.

(c) Flagmen shall use normal signals when stationed on the driver's (left) side of the lane used by traffic under his controls. Alternate signals shall be used only when the flagman is stationed on the right side of traffic under his control.

Normal signal to stop

(2) Normal signal to stop traffic:

(a) In daylight, the flagman shall face approaching traffic and shall extend his left arm horizontally across the approach lane. The flagman's paddle shall be held upright in the left hand, with the "STOP" side facing approaching traffic. (Appendix "G", Illustration 1 (a)). When an approaching vehicle has almost stopped, the right arm shall be used to indicate the point at which vehicles are required to stop.

(b) During the hours of darkness, the flagman shall assume the same basic position as for the day signal. He shall hold a reflectorized paddle in his left hand and a flashlight, with red signalling baton attached, in his right hand. The right arm shall be moved slowly back and forth between limits corresponding to the third and sixth hour positions on a clock face (Appendix "G". Illustration 1 (b)). When an approaching vehicle has almost stopped, the flashlight and baton shall be used to indicate the point at which the vehicle is required to stop.

(c) For the alternate signals (Appendix "G", Illustration 1 (a) and 1 (b)) substitute left for right and right for left, in the description given above.

Normal signal to slow

(3) Normal signal to slow traffic:

(a) In daylight, the flagman shall take up a position similar to the one used for the signal to stop, but with the "SLOW" side of the paddle facing approaching traffic (Appendix "G", Illustration 2 (a)).

(b) In darkness the same position and motions shall be assumed as for the night stopping signal, except that the "SLOW" side of a reflectorized paddle shall face approaching trfafic. (Appendix "G", Illustration 2 (b)).

(c) If either the day or night signal results in traffic slowing to a speed below that required, the appropriate signal shown in clause (4) shall be given.

(d) For the alternate signals (Appendix "G", Illustrations 2 (a) and 2 (b)) substitute left for right and right for left, in the description given above.

Normal signal to move

(4) Normal signal to move traffic:

(a) In daylight, the flagman shall face across the approach traffic lane and shall look across his right shoulder at the traffic he is about to move.

(b) Traffic shall be advanced by rotating the lower right arm, in an elliptical manner, corresponding to the direction in which the vehicle wheels will rotate.

(c) If traffic is required to proceed slowly, the flagman shall also extend his left arm horizontally towards the approach lane, with the "SLOW" side of the paddle facing traffic. (Appendix "G", Illustration 3 (a)).

(d) If traffic is allowed to proceed at the prevailing speed limit, the flagman shall lower his left arm, so that the paddle is hidden from view and shall motion traffic on with his right arm at shoulder level. (Appendix "G", Illustration 3 (c)).

Signals in darkness

(5) (a) In darkness, the same signals as for daytime shall apply, except that a reflectorized paddle shall be substituted and a flashlight, with red baton attached, shall be used in the right hand. (Appendix "G", Illustration 3 (b) and 3 (d)). The order to proceed, or to proceed slowly, may also be given verbally.

(b) For the alternate signals (Appendix "G", Illustrations 3 (a) and 3 (b)) substitute left for right and right for left, in the description given above.

Signal requirements

(6) The flagman's paddle shall not be used to wave traffic on and shall never be displayed to traffic in other than a static manner. All motions of the flagman's arms, both by day and night, shall be performed precisely and unhurriedly, so that the meaning of signals given cannot be misunderstood.

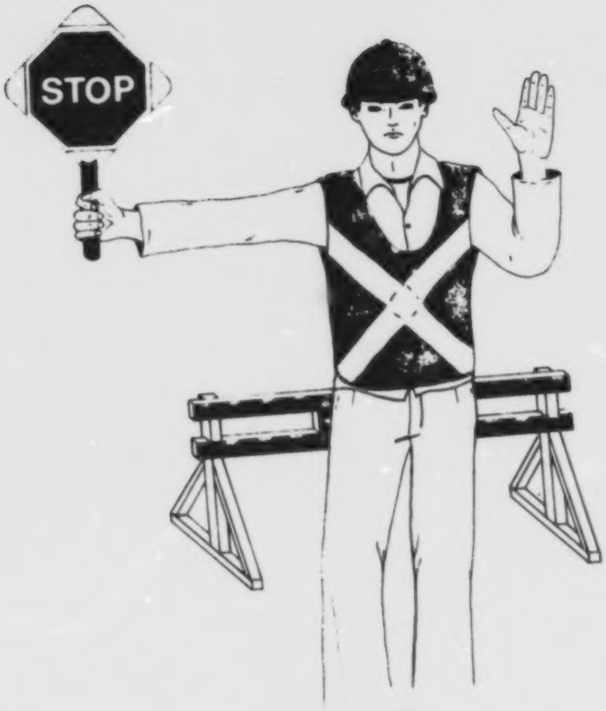
Miscellaneous

Dust control

52.14. Where traffic is diverted onto dusty surfaces, good visibility shall be maintained by the suppression of dust, through the periodic application of oil or water to the grade surface, as required.

FLAGPERSONS

HANDBOOK



Alberta
TRANSPORTATION

INTRODUCTION

Flagpersons play an important role in the high level of traffic safety we strive for on Alberta Transportation highway projects. Our road transportation network is being constantly improved to help move the people and goods that make Alberta grow. The more traffic the greater the need for moving it safely past work crews.

Your role as a flagperson is a critical one. Since you are the primary contact with the travelling public on this job, you must be neat, reliable and decisive in your actions. Courtesy is a must, but remember to be brief and to the point when talking to the drivers. Never lose your temper or get into an argument.

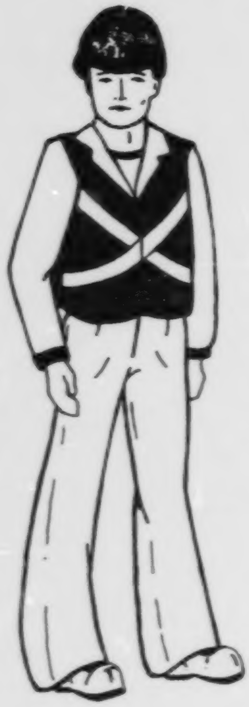
You have the serious responsibility of protecting the lives of your fellow workers and the travelling public. Study the following instructions until they become second nature to you. Traffic control is a full time job and cannot be done in a flippant or lackadaisical manner. Signals must be carefully executed so drivers can quickly understand your directions.

Where special complexities or hazards prevail, additional devices and traffic control techniques must be provided over and above those items addressed in this booklet.

As a flagperson on Alberta Transportation projects, you carry much of the responsibility for the safe successful completion of this project.

FLAGPERSON

To make you more visible to the approaching drivers on all Alberta Transportation construction projects, you will wear:



1. High Visibility Hard Hat;
2. White Coveralls or White Uniform;[1] and
3. Fluorescent orange vest with reflectorized "X".

Under no circumstances will a flagperson appear on duty wearing short pants or cut offs.

---

[1] For visibility and safety reasons, white coveralls were not worn when surroundings were snow covered.

WHERE TO STAND

As a flagperson you must stand just outside the approaching traffic lane on the shoulder of the road. You must be near enough to the people being protected so that there can be no doubt as to your purpose. Do not be so close to them that you become one of the crew. The distance between flagpersons and the crew should range from 50 to 150 metres depending upon road conditions, visibility and sight distance. Approaching drivers should be able to see you at least 125 metres away. Your paddle or flag should be visible in the traffic lane, but do not jeopardize your own safety. Be ready to stand clear of an approaching vehicle in case it does not stop.

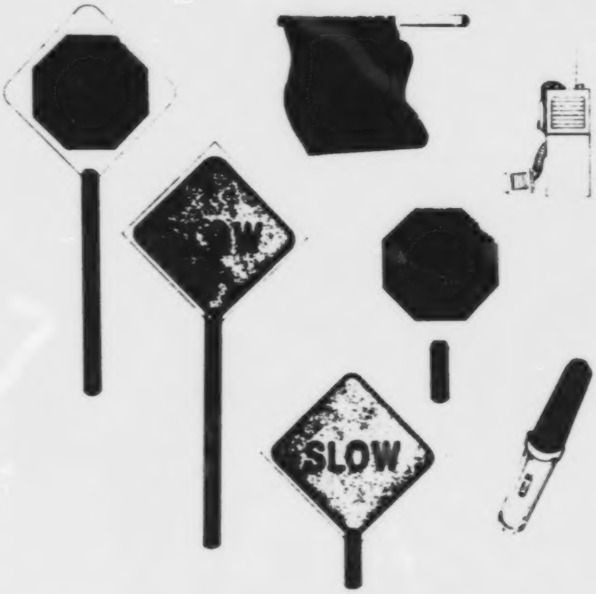
At least two flagpersons are required when traffic line ups occur. One flagperson is to direct traffic while the other provides advance warning to the traffic approaching the rear of the line up.

No vehicle will be allowed at the flagging
sites unless required for
actual operations.

TOOLS

The flagperson shall use the standard "Stop, Slow" paddle, either hand held or pole mounted. Use the red flag only in emergency situations.

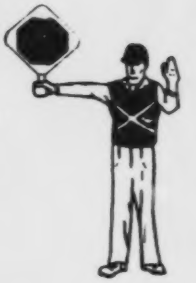
The two-way radio may be required as a means of communication between flagpersons.



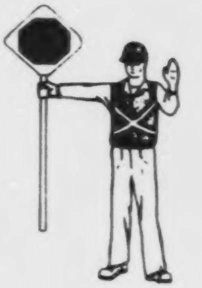
Flagging stations should be adequately
illuminated at night.

USE OF THE PADDLE

TO STOP TRAFFIC



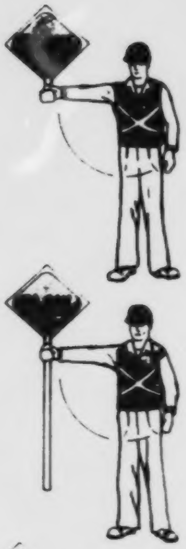
Stand in a safe position on the shoulder of the road facing the traffic. Extend the "Stop" sign with your arm in a horizontal position. Look directly at the approaching driver and with your free hand upraised and the palm of your hand exposed to the driver bring the vehicle to a stop.



After the first vehicle has been stopped, move to a conspicuous position near the centre line, so you can be seen by drivers approaching from the rear.

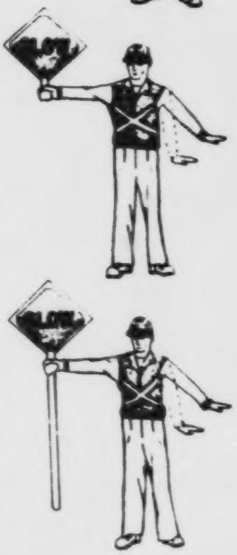
AT NIGHT, to stop traffic, wave the light back and forth across the path of the approaching vehicle. Give the signal to proceed either verbally or by a hand motion.

TO RELEASE TRAFFIC



Stand in a safe position on the shoulder of the road and show the "Slow" side of the paddle to the stopped drivers. With your free hand motion the traffic to proceed by sweeping your free arm across your body, pointing in the direction you want the traffic to proceed.

TO SLOW TRAFFIC



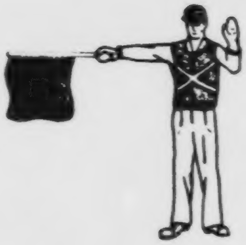
Stand in a safe position on the shoulder of the road facing the oncoming traffic. Display the "Slow" sign in your hand with your arm held in a horizontal position. At the same time, use an up-and-down waving motion with the other hand, palm down, to emphasize the need for drivers to slow down.

USE OF THE FLAG

The red flag should only be used when "Stop/Slow" paddles are not available, or in the event of an emergency.

TO STOP TRAFFIC

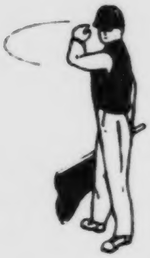
Stand in a safe position on the shoulder of the road facing traffic. Extend the flag horizontally across the traffic lane in a stationary position so that the full area of the flag is visible below the staff. Look directly at the approaching driver and with your free arm upraised and the palm of your hand exposed to the driver, bring the vehicle to a stop.



After the first vehicle has been stopped, move to a conspicuous position near the centre line, so you can be seen by drivers approaching from the rear.

TO RELEASE TRAFFIC

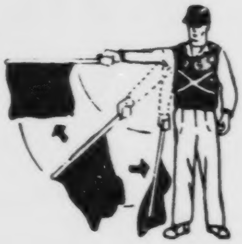
Stand on the shoulder of the road, lower your hand carrying the flag from the driver's view, and motion the traffic to proceed by sweeping your free arm across your body, and pointing in the direction you wish the driver to go.



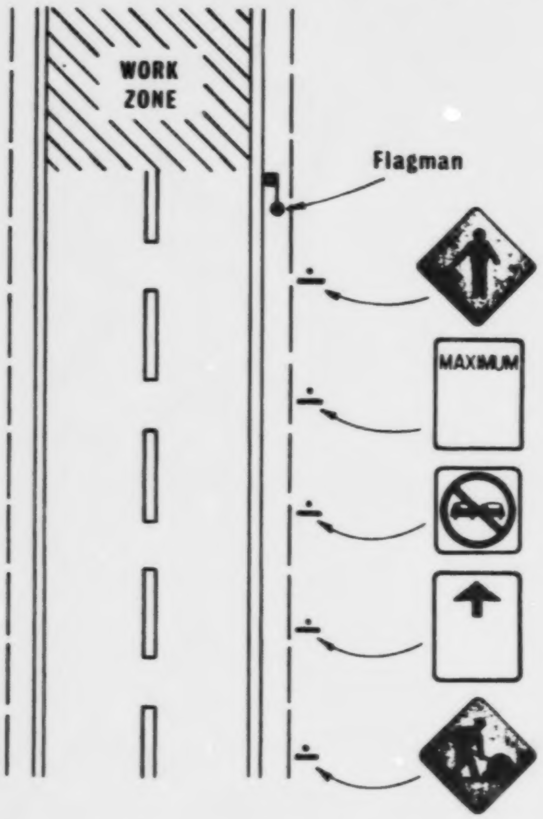
Do not use red flags to signal traffic to proceed.

TO SLOW TRAFFIC

Stand in a safe place on the shoulder of the road facing oncoming traffic. Extend the flag horizontally across the traffic lane and slowly wave it up and down to emphasize the need for drivers to slow down.



TYPICAL SIGNING



The advance signing should be placed where it can be easily seen by oncoming drivers. A minimum spacing of 100 metres is desirable between signs.

YOUR CODE

1

BE COURTEOUS

2

BE BRIEF

3

NEVER WAVE YOUR PADDLE

4

NEVER LEAVE YOUR POST UNTIL PROPERLY RELIEVED

5

DO NOT SIT OR LIE DOWN WHILE WAITING FOR TRAFFIC TO APPEAR

FLAGPERSONS ARE REQUIRED IN CASES WHERE:

1. there will be any delay to the through passage of vehicles.

2. there is confusion, and where traffic must take other than a straight line through the work

3. there is an immediate hazard to the workers, the travelling public, or devious route to follow, and the travelling public requires verbal direction, or

4. whenever operations are carried out at night

Hospitals

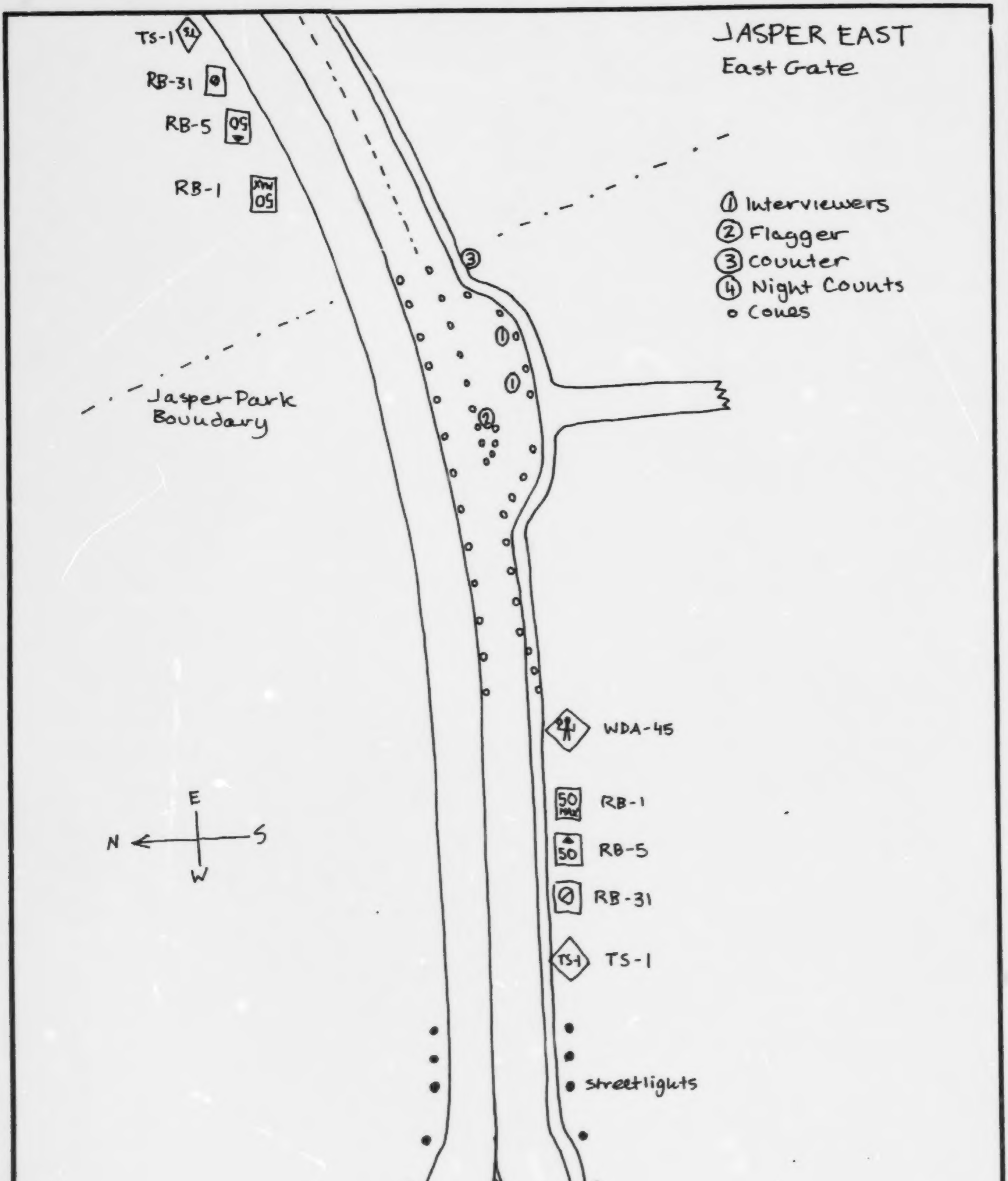
Banff	Mineral Springs Hospital (403) 762-2222
Jasper	Seton General Hospital (403) 852-3344
Invermere, B.C.	Windermere District Hospital (604) 342-9201
Golden, B.C.	Golden and District Hospital (604) 344-2411

Worker's Compensation Board

Alberta W.C.B. (Calgary)	To report an accident: (403) 261-6175
British Columbia (Vernon)	To report an accident: (604) 545-4401

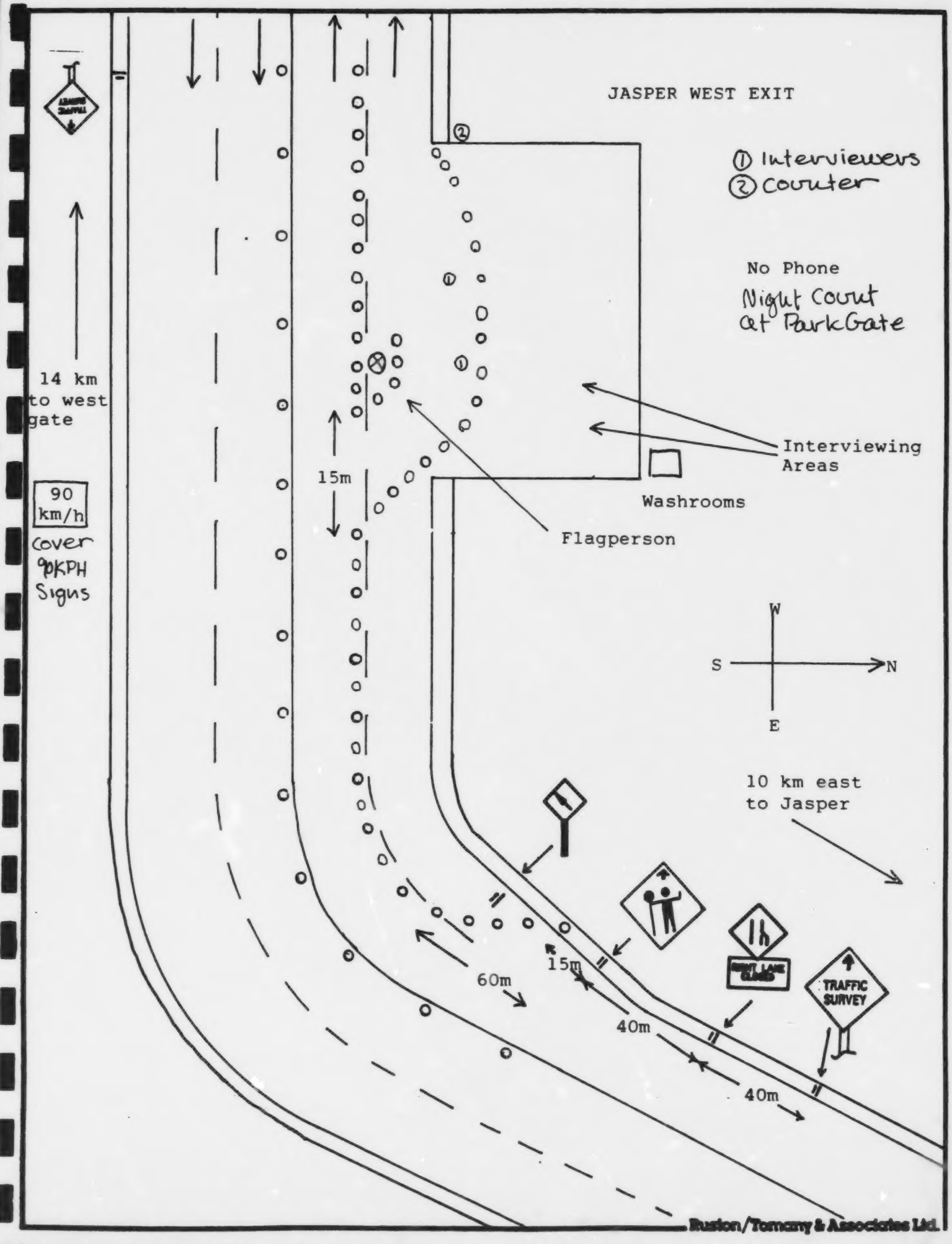
SITE LOCATIONS

JASPER EAST
East Gate


TS-1
RB-31
RB-5
RB-1
① Interviewers
② Flagger
③ Counter
④ Night Counts
○ Cones
Jasper Park Boundary
WDA-45
RB-1
RB-5
RB-31
TS-1
50 MAX
50
E
N
S
W
streetlights
Phones & Washrooms At Gate
Park gate

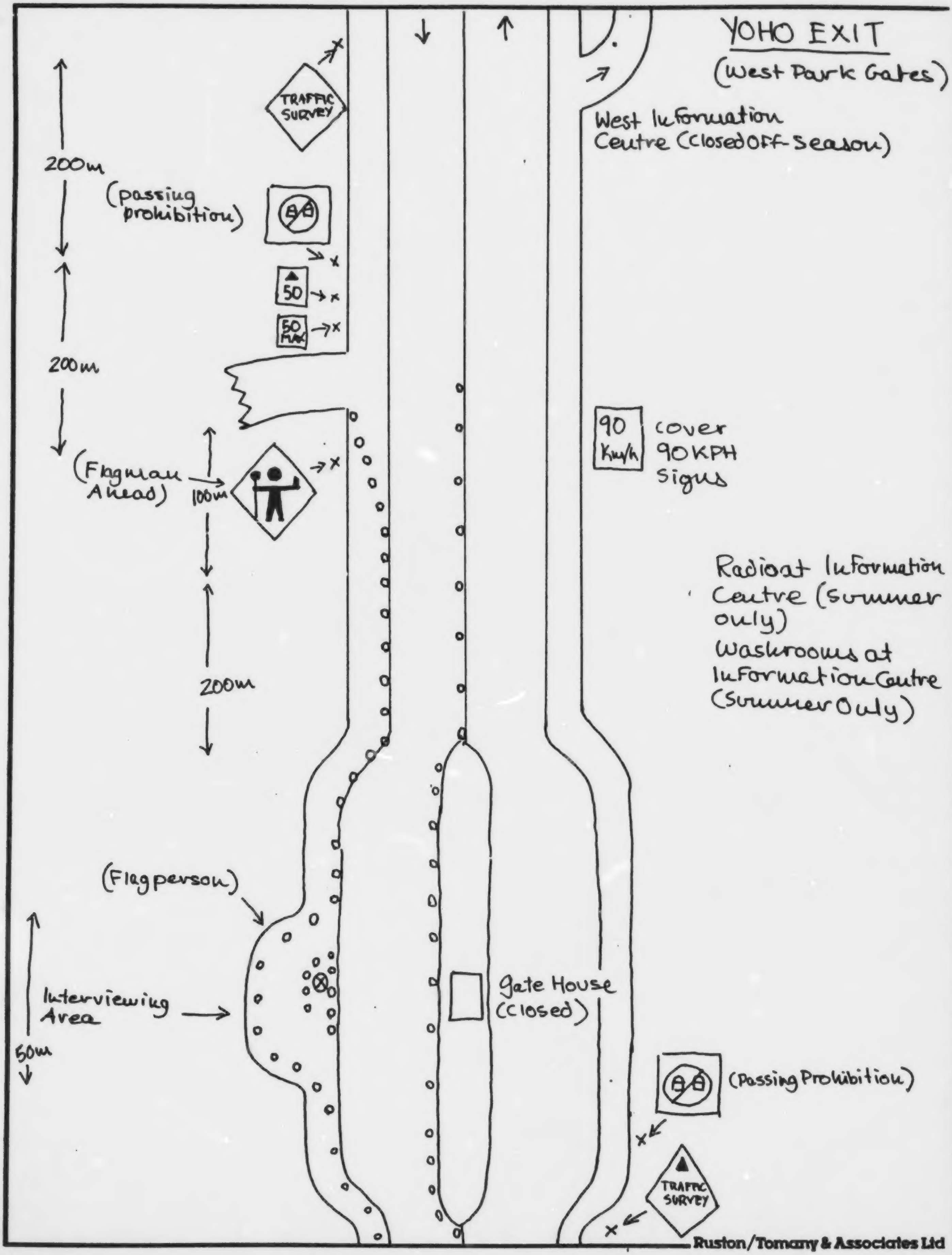
Ruston/Tomany & Associates Ltd.

R/T 19151



JASPER WEST EXIT
① Interviewers
② Counter
No Phone
Night Count at Park Gate
14 km to west gate
90 km/h
Cover 90KPH Signs
15m
Interviewing Areas
Washrooms
Flagperson
W
S
N
E
10 km east to Jasper
60m
15m
40m
40m
RIGHT LANE CLOSED
TRAFFIC SURVEY

Ruston/Tomany & Associates Ltd.



YOHO EXIT

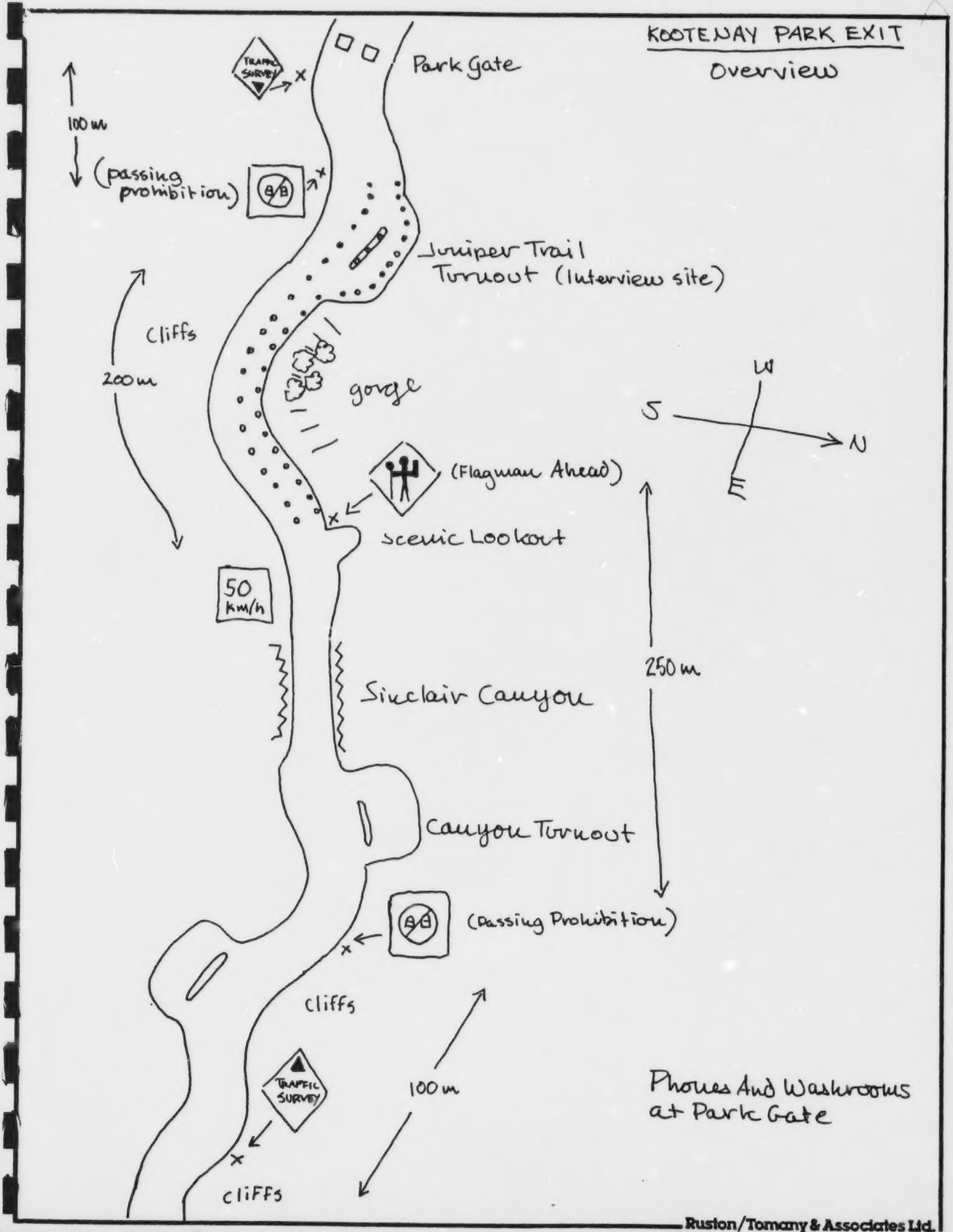
(West Park Gates)

West Information Centre (Closed Off-Season)
TRAFFIC SURVEY
200m
(passing prohibition)
50
50 MAX
200m
(Flagman Ahead)
100m
90 Km/h
cover 90KPH Signs
200m
Radioat Information Centre (summer only)
Washrooms at Information Centre (Summer Only)
(Flagperson)
Interviewing Area
50m
Gate House (Closed)
(Passing Prohibition)
TRAFFIC SURVEY

Ruston/Tomany & Associates Ltd

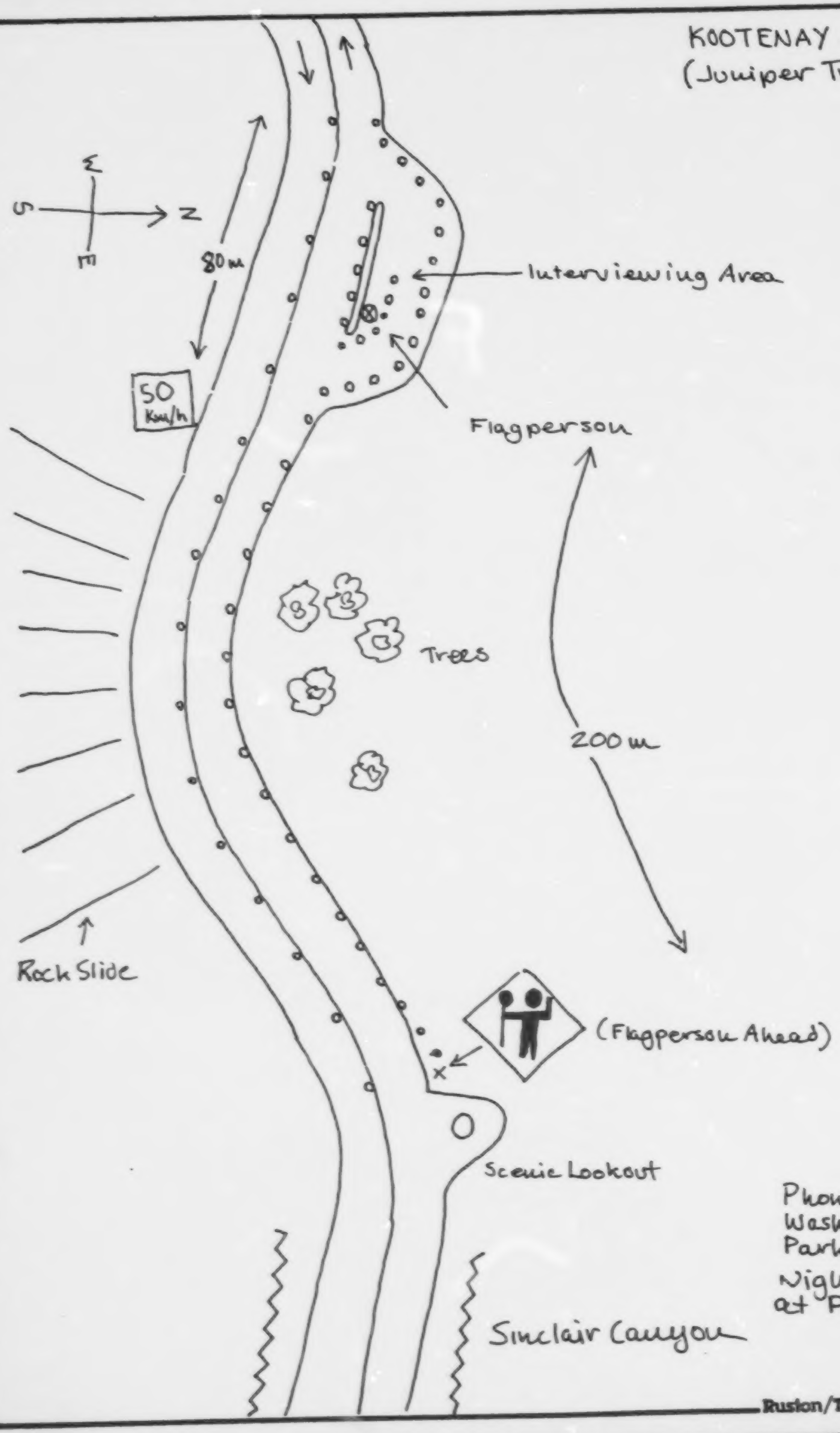
KOOTENAY PARK EXIT

Overview

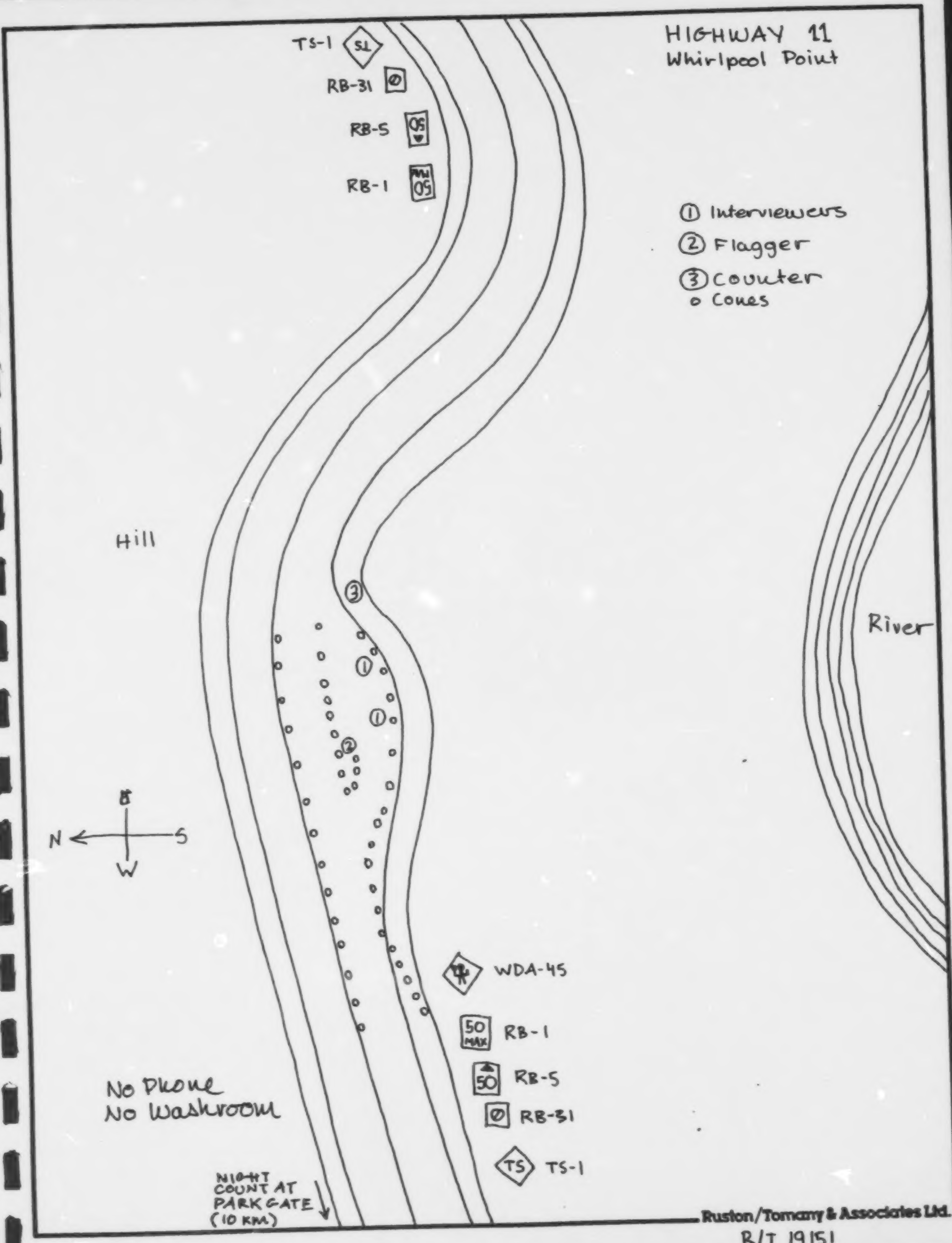

Park Gate
TRAFFIC SURVEY
100 m
(passing prohibition)
Juniper Trail Turnout (Interview site)
Cliffs
200 m
gorge
W
S
N
E
(Flagman Ahead)
Scenic Lookout
50 km/h
250 m
Sinclair Canyon
Canyon Turnout
(Passing Prohibition)
Cliffs
TRAFFIC SURVEY
100 m
CliFFs

Phones And Washrooms at Park Gate

KOOTENAY EXIT
(Juniper Trail Turnout)


W
S
N
E
80m
50 Km/h
Interviewing Area
Flagperson
Trees
200m
Rock Slide
(Flagperson Ahead)
Scenic Lookout
Sinclair Canyon

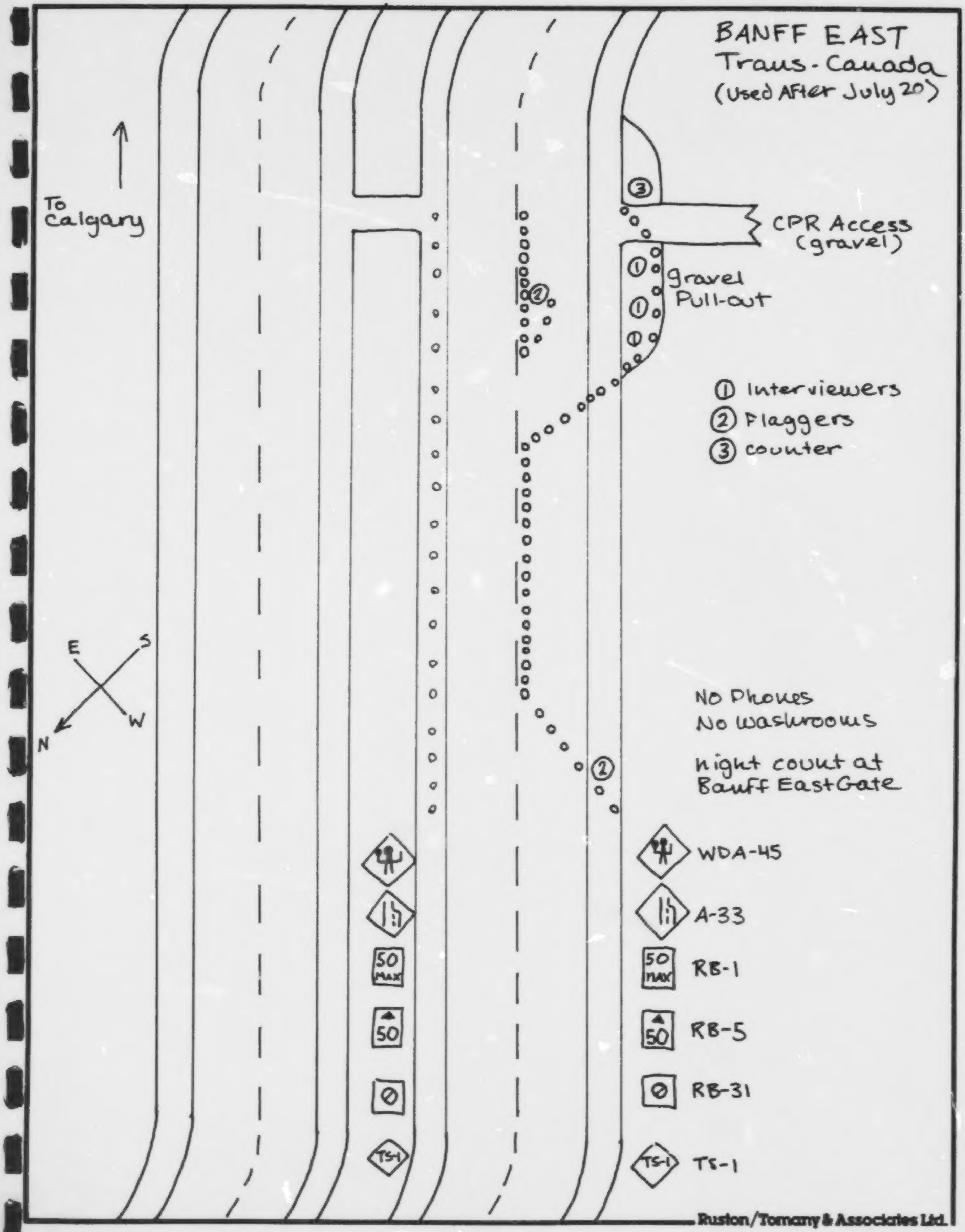
Phones And
Washrooms At
Park Gate
Night Court
at Park Gate



HIGHWAY 11
Whirlpool Point

① Interviewers
② Flagger
③ Counter
o Cones

TS-1
SL
RB-31
RB-5
50
RB-1
MAX
50
Hill
River
③
①
①
②
N
S
E
W
WDA-45
50
MAX
RB-1
50
RB-5
RB-31
TS
TS-1
No Phone
No Washroom
NIGHT COUNT AT PARK GATE (10 KM)



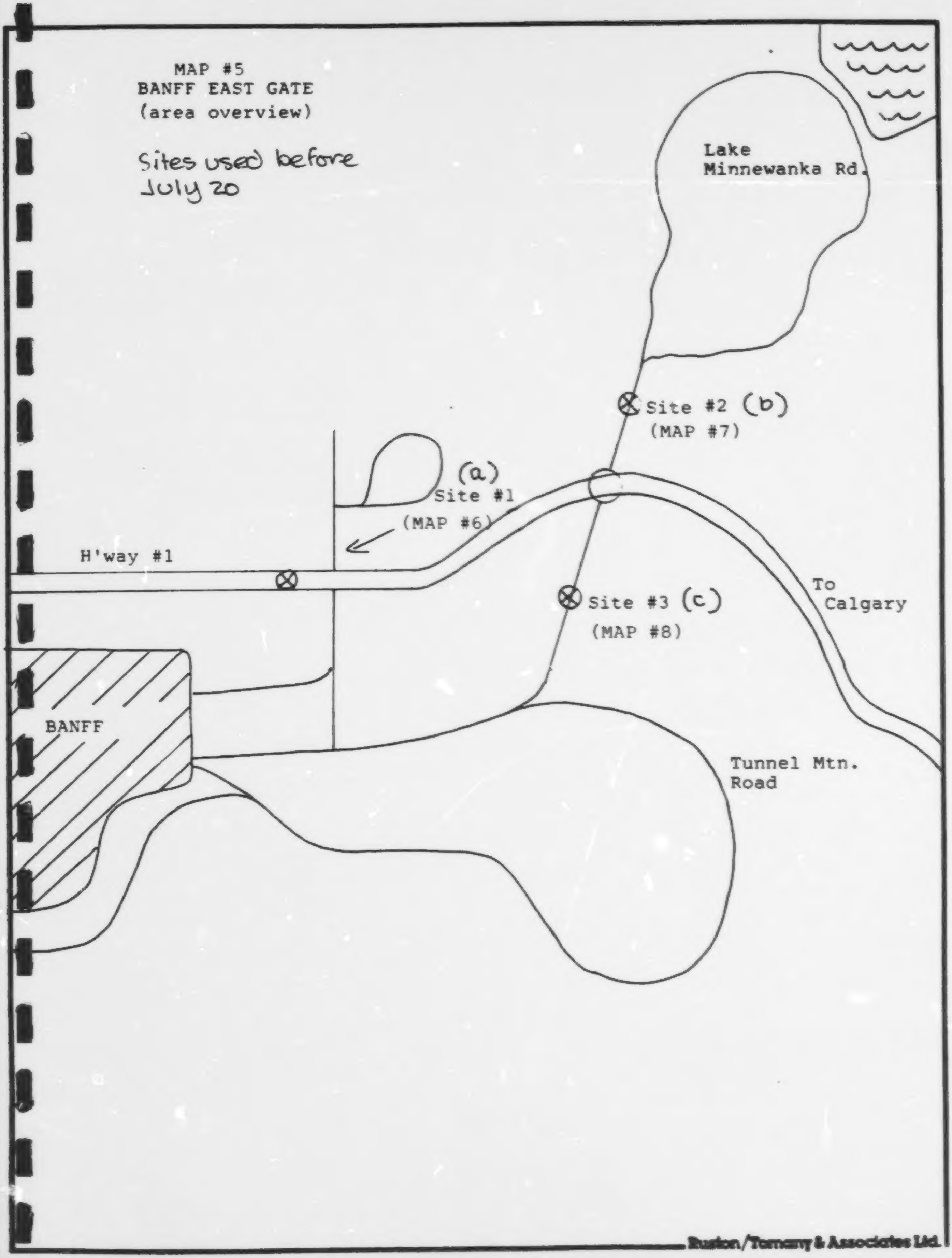
BANFF EAST
Trans-Canada
(Used After July 20)

① Interviewers
② Flaggers
③ counter

No Phones
No washrooms

night count at
Banff East Gate

To Calgary
CPR Access (gravel)
gravel Pull-out
E
S
W
N
50 MAX
50
TS-1
WDA-45
A-33
RB-1
RB-5
RB-31
TS-1

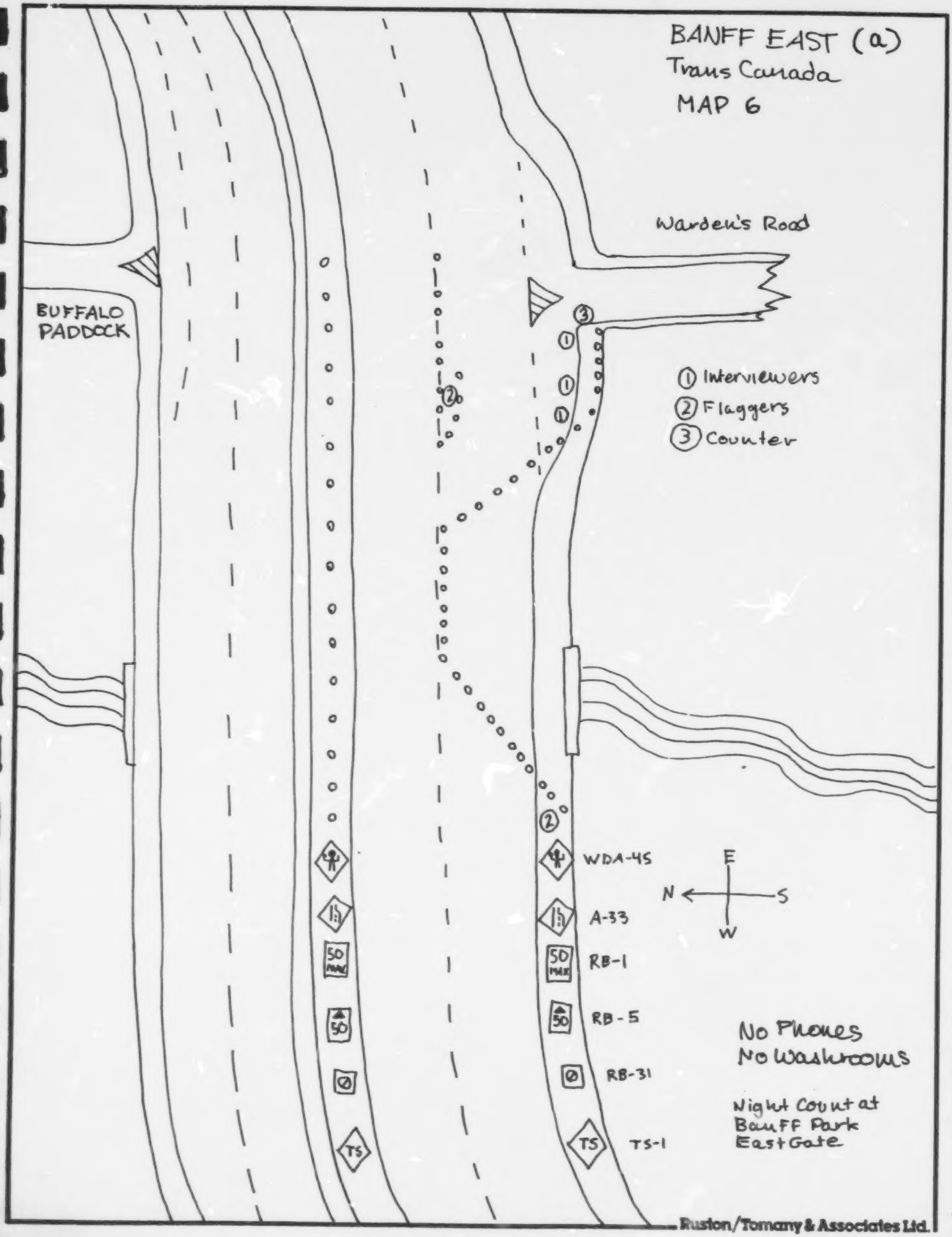


MAP #5
BANFF EAST GATE
(area overview)

Sites used before
July 20

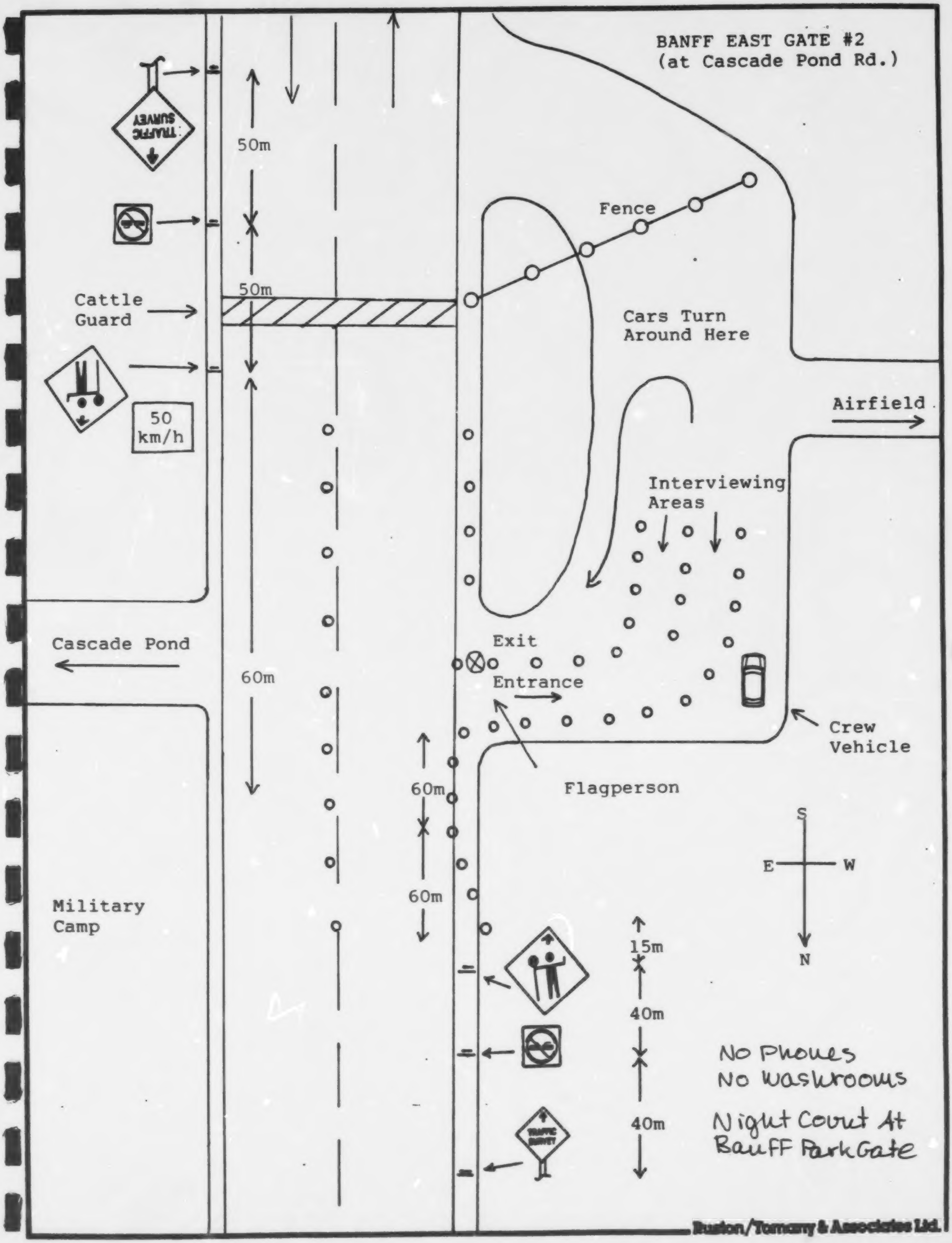
Lake
Minnewanka Rd.
Site #2 (b)
(MAP #7)
(a)
Site #1
(MAP #6)
H'way #1
Site #3 (c)
(MAP #8)
To
Calgary
BANFF
Tunnel Mtn.
Road

BANFF EAST (a)
Trans Canada
MAP 6


Warden's Road
BUFFALO PADDOCK
① Interviewers
② Flaggers
③ Counter
WDA-45
A-33
RB-1
RB-5
RB-31
TS-1
50 MAX
50
TS
E
N
S
W

No Phones
No Washrooms

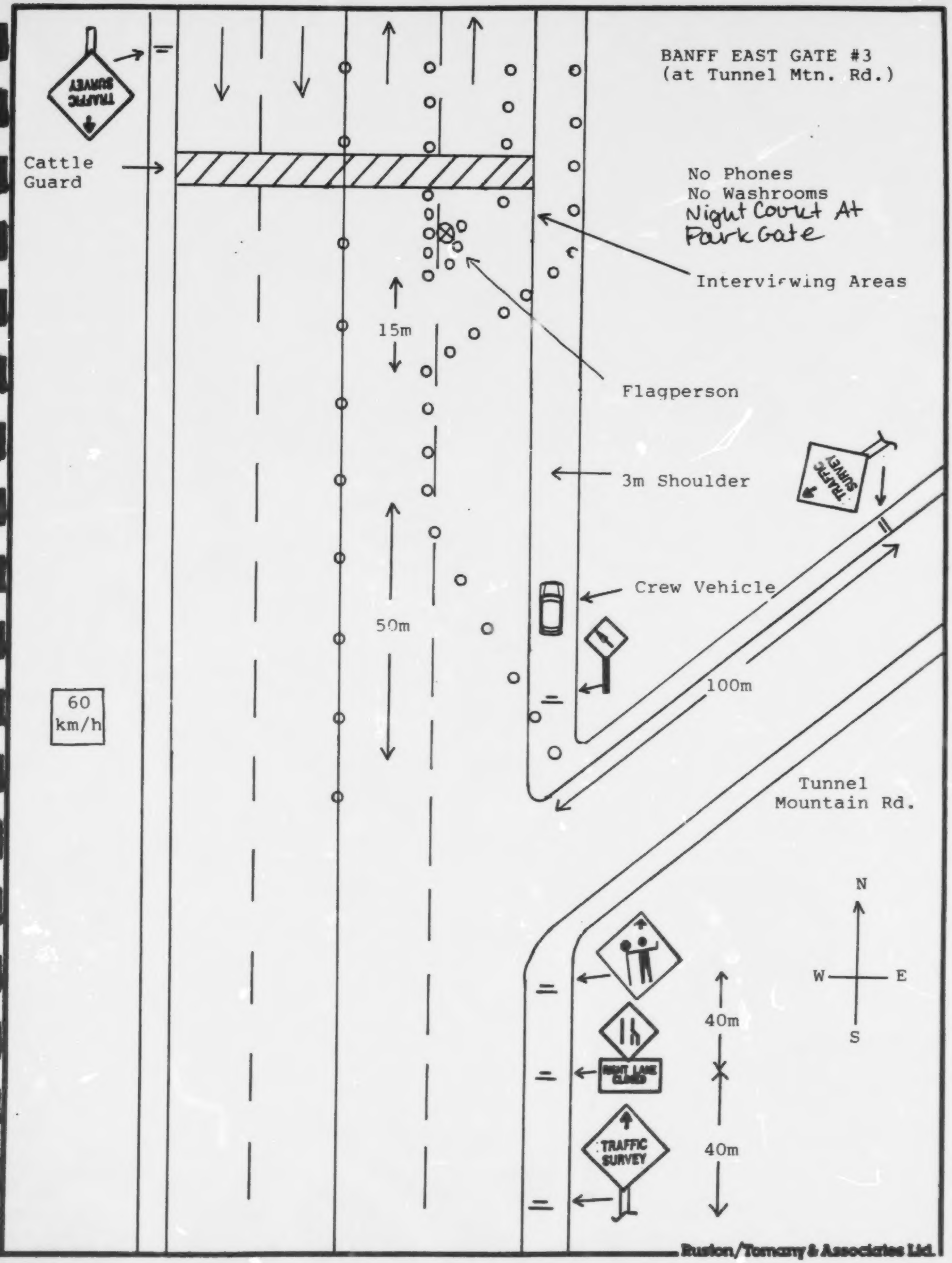
Night Count at
Banff Park
EastGate


BANFF EAST GATE #2
(at Cascade Pond Rd.)
TRAFFIC SURVEY
50m
50m
Cattle Guard
50 km/h
Fence
Cars Turn Around Here
Airfield
Interviewing Areas
Cascade Pond
60m
Exit
Entrance
Crew Vehicle
Flagperson
60m
60m
S
E
W
N
Military Camp
15m
40m
40m
TRAFFIC SURVEY

No Phones
No Washrooms

Night Count At
Banff Park Gate

Ruston/Tomany & Associates Ltd.



BANFF EAST GATE #3
(at Tunnel Mtn. Rd.)

No Phones
No Washrooms
Night Count At Park Gate

TRAFFIC SURVEY
Cattle Guard
Interviewing Areas
15m
Flagperson
3m Shoulder
TRAFFIC SURVEY
Crew Vehicle
50m
100m
60 km/h
Tunnel Mountain Rd.
N
W
E
S
40m
RIGHT LANE CLOSED
40m
TRAFFIC SURVEY

Ruston/Tomany & Associates Ltd.

CODING MANUAL

Used For Interviewer-
Administered Questionnaire

Ruston/Tomany & Associates Ltd. R/T 19151

CODING MANUAL - ADMINISTERED QUESTIONNAIRE
PARKS UTILIZATION SURVEY

SCREENER

Question	Columns	Instructions
INTERVIEW #	1 to 4	
MODE	5	1 = Roadside 2 = Scheduled Bus 3 = Scheduled Train 4 = Charter 5 = Mailback 6 = Winter Roadside 7 = Ski Hill (Dusk) 8 = Winter Bus 9 = Winter Train 0 = Winter Charter
CARD #	6	
LANGUAGE	7	1 = English 2 = French 3 = German 4 = Japanese
	8 to 14	NOT USED
STINT #	15, 16, 17	3 digit code taken from Master stint list
	18	NOT USED
REFUSAL	19	Code '1' if refused before screening, else blank
1	20, 21	No. of people 16 years or over in vehicle
	22, 23	No. of people under 16 years in vehicle
2-a)	24	If completed questionnaire, must be code '1', else screener only
	25 to 29	As per screener
4	30	If completed questionnaire, must be code '1'

REFUSAL	31	Code '1' if qualified but refused, else blank
	32	1 Student 2 Retired 3 Housewife 4 Unemployed
	33 to 45	NOT USED ON ROADSIDE USED FOR BUS/TRAIN TO CONFIRM QUALIFICATION FOR INTERVIEW

MAIN QUESTIONNAIRE

Question	Columns	Instructions
5	46, 47, 48	Regular place of residence as per code list
6-a)	49, 50, 51	Destination furthest from home as per code list
6-b)	52	1 = Nat'l Parks is main destination 2 = Not main destination
6-c)	53	Main purpose of entire trip as per questionnaire and extended code list
7-a)	54 to 57	1 = No 2 = Yes for entered each of four Nat'l Parks
7-b)	58 to 61	1 = Yes 2 = No for visit to info centre, etc. in each of four Nat'l Parks Y = Not Stated ASKED FOR EACH PARK ONLY IF ENTERED (CODE '2') PARK IN Q.7-a)
7-c)	62 to 65	1 = Spent time/money 2 = Pass-through for each of four Nat'l Parks Y = Not Stated ASKED FOR EACH PARK ONLY IF ENTERED (CODE '2') PARK IN Q.7-a) IF ANY CODE '1' IN COLS. 62 TO 65, SKIP TO Q.12-a) (CARD 2 - COL. 13)
7-d)	66	PASS THROUGH ONLY 2 = No money spent 1 = Spent money IF CODE '2' SKIP COL. 67 IF CODE '1', ANSWER COL. 67 AND SKIP TO Q.12-a)
7-e)	67	Parks spent money in, as per questionnaire

PASS-THROUGH ONLY

Question	Columns	Instructions

8	68, 69, 70	3 digit code for # for nights will spend away from home on entire trip
		YYY = Not Stated

9	71	Entry point into Nat'l Parks - 1 CODE ONLY Y = Not Stated
10	72, 73	Day entered Nat'l Parks (01-31) YY = Not Stated
	74, 75	Month entered Nat'l Parks (01-12) YY = Not Stated
11	76	Time of day entered Nat'l Parks as per questionnaire Y = Not Stated
		ALL PASS-THROUGHS SKIP TO Q.21 (CARD 4, COL. 69)
	77 to 80	NOT USED

VISITORS

IF CARD 1 COL.52-1 (Q.6-c), SKIP TO CARD 2, COL.14 (Q.12-b)

CARD 2

12-a)	13	Main purpose of trip to Nat'l Parks Y = Not Stated
12-b)	14, 15, 16	3 digit code for # of nights away from home on entire trip YYY = Not Stated IF NONE, CODE '000' AND SKIP TO Q.14 (CARD 2, COL.70)
12-c)	17, 18, 19	3 digit code for # of nights spent in Nat'l Parks IF NONE, CODE '000' AND SKIP TO Q.14 (CARD 2, COL.70) YYY = Not Stated

Question	Columns	Instructions
13-a)	20, 21	First overnight stop location (see code list) YY = Not Stated XX = Don't Know
13-b)	22	Type of accommodation for first overnight stop Y = Not Stated
13-c)	23, 24, 25	3 digit code for # of nights in first overnight stop location YYY = Not Stated
13-a, -b), -c)	26 to 67	Location, type of accommodation, and # of nights for each of second through eighth overnight stops IF OVERNIGHT LOCATION MENTIONED, THEN PART 'b' AND 'c' MUST BE ANSWERED TOTAL NUMBER OF NIGHTS MUST EQUAL TOTAL IN Q.12-c) IF MORE THAN 8 OVERNIGHT STOPS, QUESTIONNAIRE WILL BE HELD
14-a)	70	1 = No pre-paid expenditures 2 = Pre-paid expenditures IF CODE '1' SKIP TO Q.18 (CARD 3, COL.59)
14-b)	71	2 = Pre-paid included at least 2 of listed items in 15-a) 1 = Did not include 2 of listed items IF CODE '1' SKIP TO Q.17 (CARD 3, COL.24)
15-a)	72	Items included in pre-paid package MUST BE AT LEAST 2 CIRCLED. IF ONLY 1 CIRCLED, HOLD IF CODES '5-8' NOT CIRCLED, SKIP TO Q.16 (CARD 3, COL. 23) IF ONLY CODE '9', SKIP TO Q.16 (CARD 3, COL. 23)

Question	Columns	Instructions
15-b)	73, 74, 75	Origin of air/train/bus/boat code list as per origin (CARD 1, COLS.46, 47, 48) ONLY IF COL.72, ANY CODES '1-4' CIRCLED
15-c)	76, 77, 78	3 digit code for # of nights included in pre-paid package
	79, 80	NOT USED
CARD 3		
15-d)	13, 14, 15	3 digit code for # of nights of pre-paid package spent in Nat'l Parks
15-e)	16 to 19	Total amount paid for package TO BE CODED IN CANADIAN DOLLARS ONLY, IN ACTUAL AMOUNT (I.E., $2,560.62 CODED AS 2561) IF IN CURRENCY OTHER THAN CANADIAN, CONVERT TO CANADIAN AT CODING STAGE YYYY = Not Stated XXXX = Don't Know
	20	Currency type pre-paid package paid for (see code list)
15-f)	21, 22	2 digit code for # of people included in pre-paid package price
16	23	1 = Other pre-paid items 2 = No other pre-paid items IF CODE '2', SKIP TO Q.18 (CARD 3, COL.59)
17-a)	24	Specific non-package items pre-paid IF CODE '5', SKIP TO Q.18 (CARD 3, COL.59)

Question	Columns	Instructions
17-b)	25 to 28	Amount paid for specific item, as per cols. 16 to 19, only if col. 24 code '1' circled
	29 to 32	As above if code '2' circled
	33 to 36	As above if code '3' circled
	37 to 40	As above if code '4' circled
17-c)	-	To be used only as reference for converting to Canadian dollars
17-d)	41, 42, 43 44, 45, 46 47, 48, 49	3 digit code for total # of nights for each pre-paid item listed
17-e)	50, 51, 52 53, 54, 55 56, 57, 58	3 digit code for # of nights in Nat'l Parks for each pre-paid item listed YYY = Not Stated
		ONLY IF SPECIFIC CODE CIRCLED AT Q.17-a), COL.24.
		NUMBER OF NIGHTS IN PARK MUST BE LESS THAN OR EQUAL TO TOTAL NIGHTS FOR EACH ITEM. IF MORE, HOLD
18-a)	59, 60	Circled only if no money spent on specific item
CARD 4	61 to 64 ETC. TO 33 to 36	4 digit codes for amount spent on each specific item within the Parks YYY = Not Stated
		CODE IN CANADIAN DOLLARS. IF OTHER CURRENCY, CONVERT TO CANADIAN
18-b), -c)	37 to 55	Asked only if amount spent on retail store purchases exceeds $300 CDN
		ALL QUESTIONNAIRES WITH RETAIL PURCHASES OVER $300 CDN WILL BE HELD
18-d)	56 to 59	Only if respondent cannot break down expenditures, then a total figure will be entered

Question	Columns	Instructions
	60	Currency type of total amount spent in Parks Y = Not Stated
		NOTE: EITHER 12-a) IS ANSWERED OR 12-d) BUT NOT BOTH
		IF RESPONDENT DID NOT ENTER BANFF OR JASPER (Q.7-a), SKIP TO Q.20 (CARD 4, COL.68)
19-a)	61, 62, 63	What attracted respondent to Banff/ Jasper (see code list)
19-b)	64	Rating as per questionnaire
19-c)	65, 66, 67	Improvement to Banff/Jasper (see code list)
20	68	Impact of Olympics ONE CODE ONLY (See code list for change in Winter)
21	69, 70	Age, Sex of respondent Y = Not Stated X = Refused
CARD 5	71, 72 TO 19, 20	Age, sex of all other people in vehicle
22	21	Education of respondents X = Refused
	22	SLASH (See Columns 31/32 below)
24	23 to 28	Postal code if from Canada Zip code if from USA (23 to 27)
		23-1 from CAN, no postal code 23-2 from USA, no zip code
	29	Vehicle type as per questionnaire Y = Not Stated
	30	Towed equipment as per questionnaire
23	31 and 32	Occupation (See code list)
	39 and 40	Winter
	43	Ski Pass Used.

ON-SITE QUESTIONNAIRE
CODE LISTS

ON-SITE QUESTIONNAIRE

Q.5, 6-a), 15-b) ORIGIN/FURTHEST DESTINATION R/T 19151

ALBERTA

1/46-51 01 - Chinook Country
2/73-75 02 - Gateway
03 - Big Country
04 - David Thompson Country
05 - Battle River
06 - Lakeland
07 - Evergreen
08 - Land of the Mighty Peace
09 - Jasper National Park
10 - Calgary District
11 - Edmonton
12 - Banff National Park
13 - Game Country
14 - Land of the Midnight Twilight
15 - Lethbridge
16 - Red Deer
17 - Medicine Hat
18 - Calgary
19 - Sherwood Park
20 - Fort McMurray
21 - Grand Prairie
22 - St. Albert

BRITISH COLUMBIA

23 - Vancouver Island/Coast
24 - Lower Mainland/Southwest
25 - Okanagan
26 - Kootenay
27 - Cariboo
28 - North Coast
29 - Nechako
30 - Peace River

OTHER CANADA

31 -
32 - Regina
33 - Saskatoon
34 - Rest of Saskatchewan
35 - Winnipeg
36 - Rest of Manitoba
37 - Toronto
38 - Ottawa
39 - Rest of Southern Ontario
40 - Northern Ontario
41 - Montreal
42 - Quebec City
43 - Rest of Quebec
44 - New Brunswick
45 - Newfoundland
46 - Nova Scotia
47 - Price Edward Island

UNITED STATES

48 - Alabama

49 - Alaska

50 - Arizona

51 - Arkansas

52 - California

53 - Colorado

54 - Connecticut

55 - Delaware

56 - Florida

57 - Georgia

58 - Hawaii

59 - Idaho

60 - Illinois

61 - Indiana

62 - Iowa

63 - Kansas

64 - Kentucky

65 - Louisiana

66 - Maine

67 - Maryland

68 - Massachusetts

69 - Michigan

70 - Minnesota

71 - Mississippi

72 - Missouri

73 - Montana

74 - Nebraska

75 - Nevada

76 - New Hampshire
77 - New Jersey
78 - New Mexico
79 - New York
80 - North Carolina
81 - North Dakota
82 - Ohio
83 - Oklahoma
84 - Oregon
85 - Pennsylvania
86 - Rhode Island
87 - South Carolina
88 - South Dakota
89 - Tennessee
90 - Texas
91 - Utah
92 - Vermont
93 - Virginia
94 - Washington
95 - West Virginia
96 - Wisconsin
97 - Wyoming
98 - Washington D.C.

EUROPE

99 - England

100 - Rest of British Isles and Ireland

101 - West Germany

102 - France

103 - Scandinavia

104 - Benelux

105 - Switzerland

106 - Austria

107 - Spain

108 - Italy

THE REST OF THE WORLD

109 - Australia

110 - New Zealand

111 - Hong Kong

112 - Japan

113 - Rest of Asia

114 - Africa

115 - South America

116 - Central America, Mexico, Caribbean

117 - Middle East (Israel, etc.)

118 - Eastern Bloc (Yugoslavia, etc.)

119 -

120 -

121 -

122 - Refused/Not Stated

123 - The Territories (N.W.T., Yukon)

124 - No Particular Destination

ON-SITE QUESTIONNAIRE

Q.13-a) ACCOMMODATION CODE LIST R/T 19151

2/20-63

01 - JASPER NATIONAL PARK (UNSPEC.)
02 - Yellowhead Corridor
03 - Jasper Townsite
04 - Jasper Townsite Region
05 - North Parkway
06 - Icefields Region (Jasper)
07 - Roofed Facilities
08 - Campgrounds
09 - Random Camping
10 - BANFF NATIONAL PARK (UNSPEC.)
11 - Icefields Region (Banff)
12 - South Parkway
13 - Lake Louise And Area
14 - Bow Valley - Castle Mountain Region
15 - Banff Townsite Region
16 - Banff Townsite
17 - Roofed Facilities
18 - Campgrounds
19 - Random Camping
20 - KOOTENAY NATIONAL PARK (UNSPEC.)
21 - Northern Kootenay
22 - Radium Region
23 - Campgrounds
24 - Random Camping
25 -

26 -
27 -
28 -
29 -
30 - **YOHO NATIONAL PARK (UNSPEC.)**
31 - Yoho Valley
32 - Kicking Horse
33 - Lake O'Hara
34 - Emerald Lake
35 - Roofed Facilities
36 - Campgrounds
37 - Random Camping
38 -
39 -
40 -
41 -
42 -

98 - Don't Know
99 - Not Stated

ON-SITE QUESTIONNAIRE

Q.19-a) WHAT ATTRACTED/INFLUENCED RESPONDENTS TO VISITS THE PARKS R/T 19151

4/61 - 1 - The Scenery/scenic beauty/beautiful scenery

2 - To see the Rockies/the mountains

3 - To see animals/wild animals/wildlife

4 - The sights/sightseeing

5 - To see the Parks (Unspec.)

6 - To see Lake Louise

7 - The beauty/it's beautiful/beautiful country

8 - Hot springs/to see the hot springs (Unspec.)

9 - To take a bike tour/mountain bike rides/cycle route

0 - Don't know

X - Misc. other

Y - Not Stated

4/62 - 1 - Come here all the time/always come here/have come often

2 - Have been here before/past experience

3 - Had to go through/on the way to destination

4 - Best way/quickest way to go

5 -

6 - The Icefields/to see the Icefields

7 - The lake/lakes

8 - The Glacier/glaciers

9 - General like/good place to go/for vacation

0 - Nature/natural wonder

X - Trees/forests/greenery

Y - Rivers/streams/waterways

4/63 - 1 - To visit friends/meet a friend/relative(s)

2 - Good place/wanted/to take friends/relatives (Misc.)

3 - Heard about it from friend/relative (Misc.)

4 - Saw/heard ads

5 - To get away/from city/people/it's a very nice getaway

6 - Jasper's better/quieter than Banff

7 - Good place to camp

8 - To go hiking/hiking

9 - To go fishing

0 - On itinerary/part of tour

X - For bus/train ride

Y - Has good/best facilities (Unspec.)

5/33 - 1 - Read about it/got literature on it

2 - Job reasons/meeting/convention/work related

3 - Close/to home/not far to go

4 - The highway/Trans-Canada

5 - To go/travel with family/friends/group/class

6 - Friendly/courteous people

7 - Always wanted to go

ON-SITE QUESTIONNAIRE

Q.19-c) IMPROVEMENTS AND SERVICES NEEDED R/T 19151

4/65 - 1 - Too expensive/prices should come down (Unspec.)

2 - Cheaper lodging/ hotels too expensive/more realistic prices for hotels

3 - Local transportation/transit/buses/shuttle buses (Misc. and Unspec.)

4 - Improve restaurants/places to eat (Unspec.)

5 - Hotels/accommodations (Misc. problems)

6 - More hotels/accommodation

7 - More restaurants/places to eat

8 - More car rentals

9 - More gas stations

0 - Don't know

X - Misc. other

Y - Not Stated

4/66 - 1 - Better road signs/directional signs could be improved/need more

2 - Road to Maligne should be paved/too many pot holes/don't like Maligne Lake road

3 - Traffic could be improved in Banff/Banff townsite/better stop lights in Banff

4 - Improve/pave roads/streets/should be smoother

5 - Widen roads/4 lanes

6 - More parking in Banff/downtown area

7 - Lower restaurant/food prices

8 - Lower camping fees/should be free/camping fees too high

9 - Keep naturalness/do not commercialize

0 - Trains on schedule/time

X - More/better/updated information/pamphlets/maps

Y - None/no improvements necessary

4/67 - 1 - More showers (Unspec.)

2 - More public washrooms/facilities/washrooms

3 - Need hot showers/showers in campgrounds

4 - More running/tap/drinking water

5 - More animals/wildlife

6 - Need fast food/food stands/McDonald's in Parks

7 - Provide more instant tellers/banks

8 - More hook-ups/electric facilities

9 - More camping sites/spaces/areas

0 - Improve campsites/grounds (Misc. other mentions)

X - More biking

Y - Better/maintained/trails/maintained hiking trails

5/36 - 1 - Have movies/theatre/musical concerts

2 - Service people rude/improve quality of service people

3 - Crowded/too many people/tourists

4 - Improve washrooms/washroom facilities (Misc.)

5 - Improve restaurants (Other misc. mentions)

6 - More hiking trails

7 - Improve quality of food

8 - More local transportation/buses/shuttle buses

ON-SITE QUESTIONNAIRE

Q.23) OCCUPATION CODES R/T 19151

5/31 - 1 - Professional
2 - Executive/Manager
3 - Supervisor/Foreman
4 - Technician
5 - Self-Employed/Owner Of Small Business
6 - Sales
7 - Office/Clerical Staff
8 - Skilled Labour
9 - Unskilled Labour
0 - Farmer/Fisherman
X -
Y - Not Stated/Refused

5/32 - 1 - Student
2 - Retired
3 - Housewife
4 - Unemployed

MAILBACK QUESTIONNAIRE

CODE LISTS

MAILBACK QUESTIONNAIRE

Q.1) OTHER ACTIVITIES R/T 19151

1/17 - 1 ⎤ Pre-Coded
2 ⎦

3 - Visiting Friends/Family

4 - Camping/Tenting

5 - Touring/Sightseeing by Motorcycle/Motorcycling

6 - Walking

7 - Stopped to eat lunch/dinner

8 -

9 - Pre-Coded

0 -

X - Misc.

Y - Not Stated

MAILBACK QUESTIONNAIRE

Q.4-a) LIKES R/T 19151

1/33 -	1 -	The scenery/sights (Unspec.)
	2 -	Relaxing/peaceful/quiet/calmness of atmosphere
	3 -	Wildlife/to see the wildlife
	4 -	Well kept/cleanliness of the Park/wilderness
	5 -	Well kept/cleanliness of the campsites
	6 -	Scenic beauty/beauty of scenery/glorious/ remarkable/fabulous/superb scenery
	7 -	Left natural/minimal commercialism
	8 -	Mountains/mountain views/scenery
	9 -	Dining/food/good food/restaurants
	0 -	Don't know
	X -	Misc. other
	Y -	Not stated
1/34 -	1 -	Friendliness of the people/everyone/Canadians
	2 -	Park service/courtesy of staff/clerks/ helpful/informed guides
	3 -	Clean/cleanliness/well kept (Unspec.)
	4 -	The natural beauty of the Parks
	5 -	Beauty of the lakes/the lakes
	6 -	Campsites/camping facilities
	7 -	Accommodations/hotels/cabins
	8 -	Weather
	9 -	Clean/fresh air

0 - Icefields/Columbia Icefields
X - Springs/hot springs
Y - Falls/waterfalls

1/35 - 1 - Cycling trails
2 - Hiking/hiking trails
3 - Roads/highways
4 - Gondola ride/lift
5 - Flowers/wildflowers
6 - Good/explicit signs
7 - Glaciers
8 - Shops/shopping (Misc.)
9 - Golfing/golf courses
0 - Nature/naturalness
X - Roadside pull-offs/rest/picnic areas
Y - Uncrowded/not too many people

2/38 - 1 - Plenty/lots to do
2 - Walks/walking/walking trails
3 - Historic sites/plaques/displays/interpretive signs
4 - Good info centers/bureaus
5 - Skiing/ski hills/areas/conditions (Location Unspec.)
6 - Marmot Basin/skiing at Marmot Basin/Lake Louise
7 - Banff/townsite of Banff
8 -
9 - General like

MAILBACK QUESTIONNAIRE

Q.4-b) DISLIKES R/T 19151

1/36 - 1 - Too many novelty stores/junky tourist shops in Banff

2 - Not enough parking (Unspec.)

3 - Not enough parking in Banff/lack of parking

4 - Prices/everything too expensive

5 - Accommodations too expensive

6 - Signs/lack of signs/signs not explicit

7 - Grouchy service people/unfriendly service people

8 - Lack of accommodations

9 - Dislike quality of accommodations/hotels (Unspec.)

0 - Don't know

X - Misc. other

Y - Not stated

1/37 - 1 - The rain/inclement weather/the weather (Any mention)

2 - Too many people/tourists

3 - Public bathrooms/shower stalls dirty

4 - Need flush toilets in camp grounds/don't like outhouses

5 - Restaurants/food too costly

6 - Quality of food/restaurants

7 - Traffic/congestion

8 - Too commercialized/lack of naturalness

9 - Roads/condition of roads

0 - Camping fees too expensive

X - Campsites/campgrounds (Misc. other negative mentions)

Y - Nothing disliked

1/38 - 1 - No public transportation system

2 - Need showers/more showers in campgrounds

3 - Lack of wildlife

4 - Lack of observance of speed limit/people drive too fast

5 - Lack of grocery stores/food supply outlets

6 - Lack of public washrooms

7 - Construction on highways

8 - Bad/inadequate ski conditions (Misc., Location Unspec.)

9 - Bad/inadequate ski conditions at Marmot/Lake Louise

0 -

X -

Y -

MAILBACK QUESTIONNAIRE

Q.5-b), 6-b) WHAT IS SPECIAL ABOUT BANFF/ JASPER NATIONAL PARK R/T 19151

1/51 -	1 -	Scenery/beautiful/magnificent scenery
	2 -	Beauty/natural beauty of mountains/Rockies
	3 -	Beauty/natural/incredible beauty (Unspec.)
	4 -	Cleanliness/Park very clean/no trash anywhere
	5 -	Less crowded
	6 -	Activities/recreational activities (Unspec.)
	7 -	Beauty of/interesting Banff Springs Hotel
	8 -	More/lots to do (Unspec.)
	9 -	Didn't visit/only stopped to eat/for a short while
	0 -	Don't know/can't compare/never visited any other Park
	X -	Misc.
	Y -	Not Stated
1/52 -	1 -	The trails/hiking areas/trails
	2 -	More animals/wildlife
	3 -	Restaurants/places to eat (Unspec.)
	4 -	Shopping/stores/malls
	5 -	Uncommercialized/natural/left unspoiled
	6 -	Icefields/beautiful icefields
	7 -	Glaciers/beautiful glaciers
	8 -	Quiet/relaxing/pleasant atmosphere

9 - Lakes (Other positive mentions)

0 - Roads/good roads/highway

X - Friendly/courteous people

Y - Much the same/no difference

1/53 - 1 - Biking trails

2 - Good food/restaurants

3 - Size of Park/its incredible size

4 - Lake Louise

5 - Maligne Lake

6 - Better accommodations/hotels

7 - Skiing/ski areas/resorts/conditions (Location Unspec.)

8 - Proximity/close to home

9 - Banff townsite (Misc. positive mentions)

MAILBACK QUESTIONNAIRE

Q.10) WHERE PARKS ENTERED R/T 19151

2/13 - 1
2
3 Pre-coded
4
5
6
7 - Train (Unspec.)
8 - Bus (Unspec.)
9 - No map provided
0 -
X -
Y - Not Stated

MAILBACK QUESTIONNAIRE

Q.11 PORT OF ENTRY INTO CANADA R/T 19151

	CANADIAN PORT	U.S. PORT
	British Columbia	Washington
2/19-21- 01 -	White Rock	Blaine
02 -	Langley	Lynden
03 -	Abbotsford	Sumas
04 -	Osoyoos	Oroville/Nighthawk
05 -	Rock Creek	Tonasket
06 -	Midway	Ferry
07 -	Grand Forks	Danville
08 -	Christina Lake	Cascade
09 -	Rossland	Frontier
10 -	Montrose/Waneta	Boundary
11 -	Nelway/Salmo	Metaline Falls
	British Columbia	Idaho
12 -	Creston/Rykerts	Porthill
13 -	Kingsgate	Eastport
	British Columbia	Montana
14 -	Roosville	Port Of Roosville
	Alberta	Montana
15 -	Chief Mountain	Babb
16 -	Carway	Port of Piegan
17 -	Del Bonita	Port of Del Bonita
18 -	Coutts	Sweetgrass
19 -	Aden	Whitlash
20 -	Wild Horse	Simpson

	Saskatchewan	Montana
21 -	Willow Creek	Havre
22 -	Port Of Climax	Turner
23 -	Monchy	Loring
24 -	West Poplar	Opheim
25 -	East Poplar	Scobey
26 -	Big Beaver	Whitetail
27 -	Regway	Raymond
	Saskatchewan	North Dakota
28 -	Weyburn (Oungre)	Fortuna
29 -	Torquay	Ambrose
30 -	Estevan	Noonan
31 -	North Portal	Portal
32 -	Oxbow (Northgate)	Northgate
33 -	Carievale	Sherwood
	Manitoba	North Dakota
34 -	Lyleton	Antler
35 -	Melita (Coulter)	Westhope
36 -	Deloraine	Bottineau
37 -	Boissevain	Dunseith
38 -	Killarney (Lena)	St. John (Rolla)
39 -	Cartwright	Hansboro
40 -	Crystal City	Calvin
41 -	Snowflake	Hannah
42 -	Windygates	Maida
43 -	Haskett	Walhalla
44 -	Gretna	Neche
45 -	Letellier	Pembina

	Manitoba	Minnesota
46 -	Emerson	Noyes
47 -	Tolstoi	Lancaster
48 -	Menisino (Piney)	Pine Creek (Badger)
49 -	South Junction	Roseau
	Ontario	Minnesota
50 -	Fort Frances	International Falls
	Ontario	Michigan
51 -	Sarnia	Port Huron
52 -	Windsor	Detroit
53 -	Sault Ste. Marie	Sault Ste. Marie
	Ontario	New York
54 -	Niagara Falls	Niagara Falls
55 -	Fort Erie	Buffalo
	Other Ports of Entry (Air/Sea)	
56 -	Victoria	
57 -	Vancouver	
58 -	Calgary	
59 -	Edmonton	
60 -	Regina	
61 -	Winnipeg	
62 -	Ottawa	
63 -	Toronto	
64 -	Montreal	
65 -	Quebec City	
66 -	Moncton	
67 -	Halifax	
68 -	St. John's (Newfoundland)	
69 -	Yukon	

70 - Montana (Unspec.)

71 - Saskatchewan (Unspec.)

72 - British Columbia (Unspec.)

73 - Alberta (Unspec.)

999 - Not Stated

MAILBACK QUESTIONNAIRE

Q.13) OTHER DESCRIPTIONS OF TRAVEL PARTY R/T 19151

2/23 - 1
2
3
4 Pre-coded
5
6
7
8

9 - Tour group
0 - Bus tour
X - Misc.
Y - Not Stated

MAILBACK QUESTIONNAIRE

Q.14) OTHER ITEMS OF EQUIPMENT R/T 19151

2/26 - 1
2 Pre-Coded
3

4 - Camping equipment (Misc. and Unspec.)

5 - Tennis racquets/equipment

6 -

7 -

8 -

9 -

0 - None

X - Misc.

Y - Not Stated

SECTION

C

Ruston/Tomany & Associates Ltd.

ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

VISITOR USE AND PROFILE SURVEY

Technical Appendix

Section C:
Detailed Stint Information

Presented To: Travel Alberta

and

Canada/Alberta Tourism Agreement (CATA)

ROCKY MOUNTAIN NATIONAL PARKS UTILIZATION STUDY, STAGE I

VISITOR USE AND PROFILE SURVEY

Technical Appendix

Section C:
Detailed Stint Information

Presented To: Travel Alberta

and

Canada/Alberta Tourism Agreement (CATA)

Presented By: Ruston/Tomany & Associates, Ltd.

February, 1989

[redacted]

TABLE OF CONTENTS

1. STINT SCHEDULE
2. STATUS REPORTS
3. SEASONAL SAMPLES

STINT SCHEDULE

INTERVIEWING STINT SCHEDULE FOR SUMMER 1987 PERIOD: JUNE 15 - SEPT

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
1	June 15 - 19	Charter	T.B.D.	Banff Springs Hotel	Banff	3
2	June 18 (Thurs)	Night	02:00	Banff East Gate	Banff	2
3	June 18 (Thurs)	Train	09:55	Jasper	Jasper	3
4	June 18 (Thurs)	Hwy	14:00	Jasper East	Jasper	5
5	June 18 (Thurs)	Bus	20:15	Banff	Banff	5
6	June 19 (Fri)	Hwy	14:00	Hwy 11	B.C.	5
7	June 20 (Sat)	Hwy	07:00	Banff E. (Rd. to Banff)	Banff	5
8	June 21 (Sun)	Hwy	14:00	Jasper East	Jasper	5
9	June 21 (Sun)	Bus	15:25	Banff	Banff	3
10	June 21 (Sun)	Train	20:25	Jasper	Jasper	3
11	June 20/21	Charter	T.B.D.	Banff Springs	Banff	3
12	June 22/26	Charter	T.B.D.	Banff Springs	Banff	3
13	June 22/26	Charter	T.B.D.	Banfshire Inn	Banff	3
14	June 22 (Mon)	Night	02:00	Kootenay West	B.C.	5
15	June 22 (Mon)	Hwy	10:30	Banff E.(Hwy 1)	Banff	5
16	June 22 (Mon)	Train	17:10	Lake Louise	B.C.	3
17	June 23 (Tues)	Hwy	10:30	Kootenay West	B.C.	5
18	June 23 (Tues)	Train	12:15	Banff	Banff	3
19	June 24 (Wed)	Bus	07:15	Lake Louise	B.C.	3
20	June 24 (Wed)	Hwy	14:00	Kootenay West	B.C.	5

SUMMER '87

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
21	June 24 (Wed)	Hwy	17:30	Jasper West	Jasper	5
22	June 24 (Wed)	Night	21:00	Jasper East	Jasper	2
23	June 25 (Thur)	Train	12:15	Banff	Banff	3
24	June 25 (Thur)	Hwy	17:30	Banff E. (Hwy 1)	Banff	5
25	June 26 (Fri)	Night	02:00	Highway 11		
26	June 26 (Fri)	Hwy	07:00	Yoho West	B.C.	5
27	June 26/27	Charter	T.B.D.	Rimrock		
28	June 27 (Sat)	Bus*	17:00	Lake Louise	B.C.	3
29	June 27 (Sat)	Hwy	17:30	Banff E. (Hwy 1)	Banff	5
30	June 28 (Sun)	Hwy	10:30	Banff E. (Hwy 1)	Banff	5
31	June 28 (Sun)	Hwy	14:00	Jasper West	Jasper	5
32	June 28 (Sun)	Train	16:25	Banff	Banff	3
33	June 29/July 3[1]	Charter	T.B.D.	Chateal Lake Louise	B.C.	3
34	June 2/July 3[1]	Charter	T.B.D.	Banff Springs	Banff	3

*Airport Bus

[1] Exclude July 1 departures from this time period.

INTERVIEWING STINT SCHEDULE FOR SUMMER 1987 PERIOD: JUNE 30 - SEPT.

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	#OF STAFF
35	July 1	Charter	TBD	Post Hotel (LL)	B.C.	3
36	June 30 (Tues)	Bus	07:30	Jasper	Jasper	3
37	June 30 (Tues)	Hwy	17:30	Banff E. (Rd. to Banff)	Banff	5
37a	June 30 (Tues)	Train	20:25	Jasper	Jasper	3
38	July 1 (Wed)	Hwy	07:00	Kootenay W.	B.C.	5
39	July 1 (Wed)	Hwy	10:30	Banff E. (Lake Minn.)	Banff	5
40	July 1 (Wed)	Bus	13:30	Jasper	Jasper	3
41	July 1 (Wed)	Charter	TBD	Banff Springs	Banff	3
42	July 2 (Thurs)	Hwy	14:00	Kootenay W.	B.C.	5
43	July 3 (Fri)	Hwy	10:30	Banff E. (Lake Minn.)	Banff	5
44	July 3 (Fri)	Train	12:15	Banff	Banff	3
45	July 4/5	Charter	TBD	Sawridge Motel	Jasper	3
46	July 4/5	Charter	TBD	Jasper Inn Motor Lodge	Jasper	3
47	July 4/5	Charter	TBD	Chateau Lake Louise	Banff	3
48	July 4 (Sat)	Hwy	17:30	Jasper W.	Jasper	5
49	July 4 (Sat)	Hwy	10:30	Hwy 11	B.C.	5
50	July 5 (Sun)	Night	21:00	Jasper W.	Jasper	2

.../2

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
51	July 5 (Sun)	Hwy	10:30	Yoho W.	B.C.	5
52	July 5 (Sun)	Train	11:20	Lake Louise	Banff	3
53	July 5 (Sun)	Night	21:00	Yoho W.	B.C.	2
54	July 6 (Mon)	Hwy	10:30	Yoho W.	B.C.	5
55	July 6 (Mon)	Hwy	10:30	Banff E. (Road to Banff)	Banff	5
56	July 6 (Mon)	Train	17:10	Lake Louise	Banff	3
57	July 6 (Mon)	Train	22:30	Jasper	Jasper	3
58	July 7 (Tues)	Hwy	14:00	Jasper W.	Jasper	5
59	July 6-10	Charter	TBD	Chateau Jasper	Jasper	3
60	July 6-10	Charter	TBD	Banff Springs	Banff	3
61	July 9 (Thurs)	Night	21:00	Yoho W.	B.C.	2
62	July 10	Train	16:25	Banff	Banff	3
63	July 10	Bus	9:40	Banff	Banff	3
64	July 11/12	Charter	TBD	Emerald Lake Lodge	B.C.	3
65	July 11 (Sat)	Hwy	10:30	Jasper E.	Jasper	5
66	July 11 (Sat)	Hwy	10:30	Hwy 11	B.C.	5
67	July 11 (Sat)	Train	12:15	Banff	Banff	3
68	July 11 (Sat)	Bus	12:30	Banff	Banff	3
69	July 11 (Sat)	Bus	21:05	Lake Louise	B.C.	3
70	July 11 (Sat)	Night	02:00	Jasper E.	Jasper	2

.../3

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
70a	July 12 (Sun)	Hwy	10:30	Yoho W.	B.C.	5
71	July 12 (Sun)	Hwy	10:30	Banff E. (Road to Banff)	Banff	5
72	July 12 (Sun)	Bus	22:45	Banff	Banff	3
73	July 13 (Mon)	Hwy	07:00	Jasper W.	Jasper	5
74	July 13 (Mon)	Hwy	07:00	Banff E. (Hwy 1)	Banff	5
75	July 13 (Mon)	Bus	10:35	Lake Louise	B.C.	3
76	July 13 (Mon)	Night	21:00	Jasper W.	Jasper	2
77	July 14 (Tues)	Bus	19:30	Banff	Banff	3
78	July 15 (Wed)	Hwy	10:30	Yoho W.	B.C.	5
79	July 17 (Fri)	Hwy	14:00	Jasper E.	Jasper	5
80	July 18 (Sat)	Hwy	07:00	Kootenay W.	B.C.	5
81	July 18 (Sat)	Train	16:25	Banff	Banff	3
82	July 19 (Sun)	Hwy	14:00	Jasper E.	Jasper	5
83	July 19 (Sun)	Train	12:15	Banff	Banff	3
84	July 19 (Sun)	Train	11:20	Lake Louise	B.C.	3
85	July 19 (Sun)	Bus	10:35	Lake Louise	Banff	3
86	July 19 (Sun)	Bus	11:50	Jasper	Jasper	3
87	July 20 (Mon)	Hwy	17:30	Banff E. (Road to Banff)	Banff	5
88	July 21 (Tues)	Hwy	10:30	Jasper E.	Jasper	5

.../4

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
89	July 21 (Tues)	Hwy	17:30	Yoho W.	B.C.	5
90	July 20-24	Charter	TBD	Travellers Inn	Banff	3
91	July 20-24	Charter	TBD	Banff Rocky Mountain Resort	Banff	3
92	July 22 (Wed)	Hwy	17:30	Banff E. (Road to Banff)	Banff	5
93	July 22 (Wed)	Bus	15:20	Lake Louise	B.C.	3
94	July 24 (Fri)	Train	20:25	Jasper	Jasper	3
95	July 24 (Fri)	Bus	21:55	Lake Louise	B.C.	3
96	July 25 (Sat)	Hwy	10:30	Jasper E.	Jasper	5
97	July 25 (Sat)	Hwy	14:00	Kootenay W.	B.C.	5
98	July 25 (Sat)	Train	17:10	Lake Louise	Banff	3
99	July 26 (Sun)	Hwy	07:00	Yoho W.	Banff	5
100	July 26 (Sun)	Hwy	14:00	Kootenay W.	B.C.	5
101	July 25/26	Charter	TBD	Rimrock	Banff	3
102	July 25/26	Charter	TBD	Banff Springs	Banff	3
103	July 27 (Mon)	Hwy	07:00	Kootenay W.	B.C.	5
104	July 28 (Tues)	Hwy	17:30	Banff E. (Road to Banff)	Banff	5
105	July 29 (Wed)	Bus	22:45	Banff	Banff	3
106	July 30 (Thurs)	Hwy	14:00	Jasper E.	Jasper	5

.../5

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
107	July 30 (Thurs)	Train	16:25	Banff	Banff	3
108	July 31 (Fri)	Bus	09:40	Banff	Banff	3
109	July 27-31	Charter	TBD	Charlton's Cedar Court	Banff	3
110	July 27-31	Charter	TBD	Ptarmigan Inn	Banff	3
111	July 27-31	Charter	TBD	Chateau Lake Louise	B.C.	3
112	Aug 1 (Sat)	Hwy	07:00	Jasper W.	Jasper	5
113	Aug 1 (Sat)	Hwy	07:00	Hwy 1	Banff	5
114	Aug 1 (Sat)	Bus	17:30	Banff	Banff	3
115	Aug 1 (Sat)	Bus	14:30	Jasper	Jasper	3
116	Aug 2 (Sun)	Hwy	17:30	Jasper E.	Jasper	5
117	Aug 2 (Sun)	Bus	15:25	Banff	Banff	3
118	Aug 2 (Sun)	Night	02:00	Banff E. (Rd. to Banff)	Banff	2
119	Aug 3 (Mon)	Train	20:25	Jasper	Jasper	3
120	Aug 1-3	Charter	TBD	Rimrock	Banff	3
121	Aug 1-3	Charter	TBD	Andrew Motor Lodge	Jasper	3
122	Aug 1-3	Charter	TBD	Marmot Lodge	Jasper	3
123	BLANK					
124	Aug 4 (Tues)	Hwy	17:30	Banff E. (Hwy 1)	Banff	5
125	Aug 5 (Wed)	Train	12:15	Banff	Banff	3

.../6

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
126	Aug 5 (Wed)	Bus	22:20	Banff	Banff	3
127	Aug 6 (Thurs.)	Hwy	10:30	Jasper W.	Jasper	5
128	Aug 4-7	Charter	TBD	Chateau Jasper	Jasper	3
129	Aug 8 (Sat)	Hwy	14:00	Jasper W.	Jasper	5
130	Aug 8 (Sat)	Bus	14:30	Jasper	Jasper	3
131	Aug 8 (Sat)	Night	21:00	Hwy 11	B.C.	2
132	Aug 9 (Sun)	Hwy	07:00	Jasper W.	Jasper	5
133	Aug 9 (Sun)	Hwy	14:00	Yoho W.	Banff	5
134	Aug 9 (Sun)	Hwy	10:30	Kootenay W.	B.C.	5
135	Aug 9 (Sun)	Bus	13:30*	Jasper	Jasper	3
136	Aug 10 (Mon)	Hwy	07:00	Yoho W.	B.C.	5
137	Aug 10 (Mon)	Bus	14:30	Jasper	Jasper	3
138	Aug 10 (Mon)	Night	02:00	Banff E. Gate	Banff	2
139	Aug 11 (Tues)	Train	10:05	Jasper	Jasper	3
140	Aug 12 (Wed)	Hwy	10:30	Jasper W.	Jasper	5
141	Aug 12 (Wed)	Hwy	17:30	Banff E. (Minn.)	Banff	5
142	Aug 14	Train	12:15	Banff	Banff	3
143	Aug 10-14	Charter	TBD	Banff Springs	Banff	3

*Airporter

.../7

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
144	Aug 10-14	Charter	TBD	Jasper Inn Motor Lodge	Jasper	3
145	Aug 15 (Sat)	Hwy	17:30	Jasper W.	Jasper	5
146	Aug 15 (Sat)	Hwy	10:30	Yoho W.	B.C.	5
147	Aug 16 (Sun)	Train	12:15	Banff	Banff	3
148	Aug 15/16	Charter	TBD	Radium Hot Springs	B.C.	3
149	Aug 18 (Tues)	Hwy	14:00	Jasper E.	Jasper	5
150	Aug 18 (Tues)	Hwy	07:00	Kootenay W.	B.C.	5
151	Aug 18 (Tues)	Bus	18:50	Jasper	Jasper	3
152	Aug 19 (Wed)	Hwy	14:00	Jasper W.	Jasper	5
153	Aug 19 (Wed)	Hwy	17:30	Hwy 11	B.C.	5
154	Aug 19 (Wed)	Train	20:25	Jasper	Jasper	3
155	Aug 19 (Wed)	Bus	14:30	Jasper	Jasper	3
156	Aug 17-21	Charter	TBD	Sawridge Motel	Jasper	3
157	Aug 22 (Sat)	Hwy	10:30	Jasper E.	Jasper	5
158	Aug 22 (Sat)	Hwy	07:00	Hwy 11	B.C.	5
159	Aug 22 (Sat)	Train	09:55	Jasper	Jasper	3
160	Aug 22 (Sat)	Bus	11:50	Jasper	Jasper	3
161	Aug 22 (Sat)	Night	21:00	Kootenay W.	B.C.	2

.../8

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
162	Aug 23 (Sun)	Hwy	07:00	Yoho W.	B.C.	5
163	Aug 23 (Sun)	Hwy	07:00	Banff E. (Hwy 1)	Banff	5
164	Aug 22/23	Charter	TBD	Cascade Inn	Banff	3
165	Aug 24 (Mon)	Bus	07:30	Jasper	Jasper	3
166	Aug 25 (Tues)	Train	10:05	Jasper	Jasper	3
167	Aug 27 (Thurs)	Hwy	07:00	Hwy 11	B.C.	5
168	Aug 28 (Fri)	Train	11:20	Lake Louise	B.C.	3
169	Aug 24-28	Charter	TBD	Andrew Motor Lodge	Jasper	3
170	Aug 29 (Sat)	Train	12:15	Banff	Banff	3
171	Aug 29 (Sat)	Train	17;10	Lake Louise	B.C.	3
172	Aug 29 (Sat)	Bus	12:30	Banff	Banff	3
173	Aug 30 (Sun)	Hwy	14:00	Yoho W.	B.C.	5
174	Aug 30 (Sun)	Hwy	14:00	Banff E. (Minn.)	Banff	5
175	Aug 30 (Sun)	Train	12:15	Banff	Banff	3
176	Aug 30 (Sun)	Bus	20:15	Banff	Banff	3
177	Aug 29-30	Charter	TBD	Chateau Lake Louise	B.C.	3
178	Aug 29-30	Charter	TBD	Banff Springs	Banff	3
179	Aug 31 (Mon)	Hwy	07:00	Kootenay W.	B.C.	5
180	Sept 1 (Tues)	Hwy	17:30	Yoho W.	B.C.	5

.../9

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
181	Sept 2 (Wed)	Bus	09:10*	Banff	Banff	3
182	Sept 3 (Thurs)	Hwy	07:00	Jasper E.	Jasper	5
183	Aug 31 - Sept 4	Charter	TBD	Banff Springs	Banff	3
184	Sept 5 (Sat)	Hwy	10:30	Banff E. (Hwy 1)	Banff	5
185	Sept 6 (Sun)	Hwy	10:30	Kootenay W.	B.C.	5
186	Sept 7 (Mon)	Hwy	07:00	Jasper E.	Jasper	5
187	Sept 7 (Mon)	Hwy	07:00	Banff E. (Rd. to Banff)	Banff	5
188	Sept 7 (Mon)	Train	20:25	Jasper	Jasper	3
189	Sept 5-7	Charter	TBD	Sawridge Motel	Jasper	3

*Airporter

Ruston/Tomany & Associates Ltd. R/T 19151

INTERVIEWING SCHEDULE: SEPT. 8 - OCT. 31, 1987

REVISED SCHEDULE - DESTROY ALL OTHERS

FALL '87

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
190	Sept 8 (Tues)	Night	03:30 - 08:00	Jasper W.	Jasper	2
191	Sept 9 (Wed)	Bus	11:50	Jasper	Jasper	3
192	Sept 8/11	Charter	TBD	Banff Springs Hotel	Banff	3
193	Sept 12/13	Charter	TBD	Lake Louise Inn	Banff	3
194	Sept 12 (Sat)	Bus	11:50	Jasper	Jasper	3
195	Sept 13 (Sun)	Hwy	08:00	Banff E.	Banff	6
196	Sept 13 (Sun)	Train	16:25	Banff	Banff	3
197	Sept 13 (Sun)	Train	09:55	Jasper	Jasper	2
198	Sept 13 (Sun)	Bus	15:20	Lake Louise	Banff	2
199	Sept 15 (Tues)	Hwy	11:30	Hwy 11	Jasper	4
200	Sept 17 (Thurs)	Hwy	11:30	Kootenay W	Banff	4
201	Sept 18 (Fri)	Hwy	11:30	Jasper E.	Jasper	4

* Airport Bus

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
202	Sept 19 (Sat)	Hwy	15:00	Yoho W.	Banff	5
203	Sept 19 (Sat)	Bus	09:15	Banff	Banff	3
204	Sept 20 (Sun)	Night	18:30 - 23:00	Hwy 11	Jasper	2
205	Sept 20 (Sun)	Hwy	08:00	Jasper W.	Jasper	5
206	Sept 21/25	Charter	TBD	Jasper Park Lodge	Jasper	3
207	Sept 21 (Mon)	Night	18:30 - 23:00	Banff E.	Banff	2
208	Sept 21 (Mon)	Bus*	13:30	Jasper	Jasper	3
209	Sept 22 (Tues)	Hwy	15:00	Jasper W	Jasper	5
210	Sept 23 (Wed)	Hwy	15:00	Banff E.	Banff	6
211	Sept 25 (Fri)	Train	11:20	Lake Louise	Banff	2
211A	Sept 25 (Fri)	Train	22:30	Jasper	Jasper	2
212	Sept 26 (Sat)	Hwy	08:00	Banff E.	Banff	6
213	Sept 26 (Sat)	Train	11:20	Lake Louise	Banff	2
214	Sept 27 (Sun)	Hwy	08:00	Jasper E.	Jasper	4
215	Sept 27 (Sun)	Hwy	15:00	Banff E.	Banff	6
216	Sept 28/Oct 2	Charter	TBD	Banff Springs Hotel	Banff	3
217	Sept 30 (Wed)	Hwy	15:00	Yoho W.	Banff	5

**As of Oct 1, all highway stints are 3 hours long.

*Airport Bus.

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
218	Oct 1 (Thurs)	Hwy**	14:30 (3 hrs)	Banff. E.	Banff	6
219	Oct 2 (Fri)	Bus	21:55	Lake Louise	Banff	2
220	Oct 3 (Sat)	Bus*	13:30	Jasper	Jasper	3
221	Oct 6 (Tues)	Night	22:30 - 03:30	Yoho W.	Banff	2
222	Oct 6 (Tues)	Hwy	08:30 (3 hrs)	Jasper E.	Jasper	4
223	Oct 7 (Wed)	Hwy	11:30 (3 hrs)	Jasper W.	Jasper	5
224	Oct 7 (Wed)	Train	20:25	Jasper	Jasper	2
225	Oct 9 (Fri)	Hwy	14:30 (3 hrs)	Banff E.	Banff	6
226	Oct 10/12	Charter	TBD	West Louise Lodge	Banff	3
227	Oct 10 (Sat)	Night	22:30 - 03:30	Kootenay W.	Banff	2
228	Oct 10 (Sat)	Hwy	11:30 (3 hrs)	Jasper E.	Jasper	4
229	Oct 11 (Sun)	Hwy	14:30 (3 hrs)	Yoho W.	Banff	5
230	Oct 12 (Mon)	Hwy	11:30 (3 hrs)	Hwy 11	Jasper	4
231	Oct 13/16	Charter	TBD	Chateau Lake Louise	Banff	3
232	Oct 15 (Thurs)	Hwy	11:30 (3 hrs)	Yoho W.	Banff	5
233	Oct 16 (Fri)	Train	16:25	Banff	Banff	3

**As of Oct 1, all highway stints are 3 hours long.

*Airport Bus.

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
234	Oct 17/18	Charter	TBD	Chateau Lake Louise	Banff	3
235	Oct 17 (Sat)	Night	17:30 - 22:30	Jasper E.	Jasper	2
236	Oct 17 (Sat)	Hwy	14:30 (3 hrs)	Jasper W.	Jasper	5
237	Oct 17 (Sat)	Hwy	08:30 (3 hrs)	Kootenay W.	Banff	4
238	Oct 17 (Sat)	Bus*	12:30	Banff	Banff	3
239	Oct 18 (Sun)	Hwy	11:30 (3 hrs)	Banff E.	Banff	6
240	Oct 18 (Sun)	Train	17:10	Lake Louise	Banff	2
241	Oct 21 (Wed)	Bus	15:20	Lake Louise	Banff	2
242	Oct 24/25	Charter	TBD	Chateau Lake Lousie	Banff	3
243	Oct 24 (Sat)	Hwy	08:30 (3 hrs)	Kootenay W.	Banff	4
244	Oct 24 (Sat)	Train	12:15	Banff	Banff	3
245	Oct 26 (Mon)	Bus	20:15	Banff	Banff	3
246	Oct 28 (Wed)	Train	16:25	Banff	Banff	3
247	Oct 28 (Wed)	Bus	22:05	Banff	Banff	3
248	Oct 29 (Thurs)	Train	09:55	Jasper	Jasper	2
249	Oct 30 (Fri)	Hwy	14:30 (3 hrs)	Kootenay W.	Banff	4
250	Oct 31/Nov 1	Charter	TBD	Inns of Banff Park	Banff	3

*Airport Bus.

Ruston/Tomany & Associates Ltd. R/T 19151

WINTER INTERVIEWING SCHEDULE

November 1 to April 14

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
251	Nov. 2/6	Charter	T.B.D.	Whistler's Motor Hotel	Jasper	3
252	Nov. 3 (Tues)	Hwy	12:30-16:00	Banff E.	Banff	6
253	Nov. 4 (Wed.)	Train	22:30	Jasper	Jasper	2
254	Nov. 5 (Thurs)	Night	16:00-21:40	Banff E.	Banff	2
255	Nov. 9/13	Charter	T.B.D.	Chateau Lake Louise	Banff	3
256	Nov. 10 (Tues)	Bus	18:50	Jasper	Jasper	3
257	Nov. 12 (Thurs)	Hwy	9:00-12:30	Yoho W.	Banff	4
258	Nov. 13 (Fri)	Bus	20:35	Lake Louise	Banff	2
259	Nov. 14 (Sat)	Bus	11:50	Jasper	Jasper	3
260	Nov. 16 (Mon)	Bus	9:25	Banff	Banff	3
261	Nov. 19 (Thurs)	Hwy	9:00-12:30	Kootenay W.	Banff	4
262	Nov. 21 (Sat)	Night	21:40-3:20	Jasper E.	Jasper	2
263	Nov. 28/29	Charter	T.B.D.	Andrew Motor Lodge	Jasper	3
264	Nov. 30/Dec. 4	Charter	T.B.D.	Deer Lodge (L.L.)	Banff	3
265	Dec. 3 (Thurs)	Train	16:25	Banff	Banff	3
266	Dec. 5 (Sat)	Hwy	9:30-12:30	Kootenay W.	Banff	4

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
267	Dec. 6 (Sun)	Hwy	12:30-15:30	Banff E.	Banff	6
268	Dec. 8 (Tues)	Hwy	12:30-15:30	HWY 11	Jasper	4
269	Dec. 12/13	Charter	T.B.D.	Douglas Fir Resort	Banff	3
270	Dec. 13 (Sun)	Bus	9:25	Banff	Banff	3
271	Dec. 23 (Wed)	Night	21:30-3:30	Jasper W.	Jasper	2
272	Dec. 23 (Wed)	Night	3:30-9:30	Kootenay W.	Banff	2
273	Dec. 24 (Thurs)	Hwy	9:30-12:30	Jasper W	Jasper	5
274	Dec. 26 (Sat)	Hwy	9:30-12:30	Jasper E.	Jasper	4
275	Dec. 27 (Sun)	Hwy	9:30-12:30	Jasper W.	Jasper	5
276	Dec. 28/31	Charter	T.B.D.	Post Hotel (L.L.)	Banff	3
277	Dec. 28 (Mon)	Bus	17:30	Banff	Banff	3
278	Jan. 1/3	Charter	T.B.D.	Radium Hot Springs Lodge	Banff	3
279	Jan. 1 (Fri)	Bus	19:50	Lake Louise	Banff	2
280	Jan. 3 (Sun)	Hwy	9:30-12:30	Yoho W.	Banff	4
281	Jan. 8 (Fri)	Hwy	12:30-15:30	Jasper E.	Jasper	4
282	Jan. 9 (Sat)	Train	12:15	Banff	Banff	3
283	Jan. 11 (Mon)	Bus	6:10	Jasper	Jasper	3
284	Jan. 12 (Tues)	Hwy	12:30-15:30	Kootenay W.	Banff	4
285	Jan. 13 (Wed)	Night	15:30-21:30	Yoho W.	Banff	2
286	Jan. 16 (Sat)	Train	20:25	Jasper	Jasper	2
287	Jan. 17 (Sun)	Hwy	12:30-16:00	Jasper E.	Jasper	4

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
288	Jan. 21 (Thurs)	Train	12:15	Banff	Banff	3
289	Jan. 23/24	Charter	T.B.D.	Irwin's Motor Inn	Banff	3
290	Jan. 24 (Sun)	Hwy	9:00-12:30	Yoho W.	Banff	4
291	Jan. 25 (Mon)	Hwy	12:30-16:00	Jasper E.	Jasper	4
292	Jan. 26 (Tues)	Hwy	9:00-12:30	Banff E.	Banff	6
293	Jan. 31 (Sun)	Bus	6:10	Jasper	Jasper	3
294	Jan. 31 (Sun)	Night	21:40-3:20	Banff E.	Banff	2
295	Feb. 1/5	Charter	T.B.D.	Lake Louise Inn (L.L.)	Banff	3
296	Feb. 3 (Wed)	Train	20:25	Jasper	Jasper	2
297	Feb. 6/7	Charter	T.B.D.	Radium Hot Springs Lodge	Banff	3
298	Feb. 6 (Sat)	Train	11:20	Lake Louise	Banff	2
299	Feb. 7 (Sun)	Hwy	9:00-12:30	Banff E.	Banff	6
300	Feb. 7 (Sun)	Night	21:40-3:20	Yoho W.	Banff	2
301	Feb. 13/14	Charter	T.B.D.	Ptarmigan Inn	Banff	3
302	Feb. 13 (Sat)	Hwy	9:00-12:30	Jasper E.	Jasper	4
303	Feb. 13 (Sat)	Hwy	9:00-12:30	Banff E.	Banff	6
304	Feb. 14 (Sun)	Night	3:20-9:00	Hwy 11	Jasper	2
305	Feb. 16 (Tues)	Train	12:15	Banff	Banff	3
306	Feb. 21 (Sun)	Hwy	11:30-14:30	Jasper W.	Jasper	5
307	Feb. 21 (Sun)	Hwy	14:30-17:30	Banff E.	Banff	6
308	Feb. 23 (Tues)	Hwy	8:30-11:30	Banff E.	Banff	6

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
309	Feb. 28 (Sun)	Night	22:30-3:30	Kootenay W.	Banff	2
310	Feb. 29 (Mon)	Hwy	14:30-17:30	Kootenay W.	Banff	4
311	March 4 (Fri)	Train	20:25	Jasper	Jasper	2
312	March 5 (Sat)	Bus	18:50	Jasper	Jasper	3
313	March 6 (Sun)	Night	3:30-8:30	Jasper W.	Jasper	2
314	March 7/11	Charter	T.B.D.	West Louise Lodge (L.L.)	Banff	3
315	March 9 (Wed)	Bus	20:35	Lake Louise	Banff	2
316	March 10 (Thurs)	Hwy	14:30-17:30	Jasper W.	Jasper	5
317	March 12/13	Charter	T.B.D.	Charlton's Evergreen Court	Banff	3
318	March 13 (Sun)	Train	12:15	Banff	Banff	3
319	March 17 (Thurs)	Train	17:10	Lake Louise	Banff	2
320	March 18 (Fri)	Hwy	15:00-18:30	Kootenay W.	Banff	4
321	March 19/20	Charter	T.B.D.	Lake Louise Inn (L.L.)	Banff	3
322	March 19 (Sat)	Train	12:15	Banff	Banff	3
323	March 20 (Sun)	Hwy	11:30-15:00	Yoho W.	Banff	4
324	March 21/25	Charter	T.B.D.	Chateau Lake Louise (L.L.)	Banff	3
325	March 21 (Mon)	Hwy	8:00-11:30	Banff E.	Banff	6
326	March 23 (Wed)	Night	23:00-3:30	Hwy 11	Jasper	2
327	March 25 (Fri)	Night	3:30-8:00	Jasper E.	Jasper	2
328	March 26/27	Charter	T.B.D.	Whistler's Motor Hotel	Jasper	3
329	March 26 (Sat)	Hwy	15:00-18:30	Jasper W.	Jasper	5

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
330	March 27 (Sun)	Train	17:10	Lake Louise	Banff	2
331	March 27 (Sun)	Bus*	12:30	Banff (Airporter)	Banff	3
332	March 28/April 1	Charter	T.B.D.	Irwin's Motor Inn	Banff	3
333	March 29 (Tues)	Bus	15:25	Banff	Banff	3
334	April 2 (Sat)	Hwy	8:00-11:30	Hwy 11	Jasper	4
335	April 3 (Sun)	Hwy	11:30-15:00	Kootenay W.	Banff	4
336	April 6 (Wed)	Hwy	8:00-11:30	Jasper W.	Jasper	5
337	April 8 (Fri)	Hwy	8:00-11:30	Yoho W.	Banff	4
338	April 8 (Fri)	Train	22:30	Jasper	Jasper	2
339	April 10 (Sun)	Hwy	11:30-15:00	Banff E.	Banff	6
340	April 10 (Sun)	Bus	15:25	Banff	Banff	3
341	April 11/15	Charter	T.B.D.	Douglas Fir Resort	Banff	3

SKI COUNTS AND INTERVIEWING

December 11 to April 14

#269A Ski Hill Stint, Lake Louise, Saturday, December 12
3:00 p.m. to 5:00 p.m. (Parking Lots)

#270A Ski Count, Banff E., Tuesday, December 15
Banff Gate - 3:30 p.m. to 7:30 p.m.
Yoho (Field) - 2:00 p.m. to 6:00 p.m.
Radium - 1:00 p.m. to 5:00 p.m.
(Count Eastbound Traffic)

#274A Ski Hill Stint, Sunshine, Saturday, December 26
3:00 p.m. to 5:00 p.m. (Parking Lot)

#280A Ski Count, Jasper E., Sunday, January 3
3:30 p.m. to 7:30 p.m. (Eastbound)

#280B Ski Hill Stint, Lake Louise, Wednesday, January 6
3:00 p.m. to 5:00 p.m. (Parking Lots)

#282A Ski Hill Stint, Marmot, Sunday, January 10
3:00 p.m. to 5:00 p.m. (Parking Lots)

#285A Ski Hill Stint, Marmot, Thursday, January 14
3:00 p.m. to 5:00 p.m. (Parking Lots)

#296A Ski Count, Jasper E., Thursday, February 4
4:00 p.m. to 8:00 p.m. (Eastbound)

#300A Ski Count, Jasper E., Sunday, February 7
4:00 p.m. to 8:00 p.m. (Eastbound)

#305A Ski Hill Stint, Sunshine, Saturday, February 20
3:00 p.m. to 5:00 p.m. (Parking Lot)

#308A Ski Hill Stint, Mt. Norquay, Wednesday, February 24
3:00 p.m. to 5:00 p.m. (Parking Lots)

#309A Ski Count, Banff E., Sunday, February 28
Banff Gate - 5:30 p.m. to 9:30 p.m.
Yoho (Field) - 4:00 p.m. to 8:00 p.m.
Radium - 3:00 p.m. to 7:00 p.m.
(Count Eastbound Traffic)

#317A Ski Hill Stint, Mt. Norquay, Saturday, March 12
3:00 p.m. to 5:00 p.m. (Parking Lots)

#318A Ski Hill Stint, Marmot, Tuesday, March 15
3:00 p.m. to 5:00 p.m. (Parking Lots)

#319A	Ski Count, Jasper E., Thursday, March 17 6:30 p.m. to 10:30 p.m. (Eastbound)
#323A	Ski Hill Stint, Marmot, Sunday, March 20 3:00 p.m. to 5:00 p.m. (Parking Lots)
#333A	Ski Count, Banff E., Friday, April 1 Banff Gate - 6:30 p.m. to 10:30 p.m. Yoho (Field) - 5:00 p.m. to 9:00 p.m. Radium - 4:00 p.m. to 8:00 p.m. (Count Eastbound Traffic)
#335A	Ski Hill Stint, Sunshine, Monday, April 4 3:00 p.m. to 5:00 p.m. (Parking Lot)
#336A	Ski Hill Stint, Lake Louise, Wednesday, April 6 4:00 p.m. to 6:00 p.m. (Spring Hours)
#341A	Ski Count, Banff E., Tuesday, April 12 Banff Gate - 6:30 p.m. to 10:30 p.m. Yoho (Field) - 5:00 p.m. to 9:00 p.m. Radium - 4:00 p.m. to 8:00 p.m.

SPRING INTERVIEWING SCHEDULE

APRIL 15 TO JUNE 14, 1988

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
342	Apr. 15 (Fri)	Hwy	10:30-14:00	Banff E.	Banff	7
343	Apr. 15 (Fri)	Bus	21:05	Lake Louise	Banff	2
344	Apr. 16 (Sat)	Hwy	14:00-17:30	Yoho W.	Banff	6
345	Apr. 17 (Sun)	Train	11:20	Lake Louise	Banff	2
346	Apr. 18/22	Charter	TBD	Chateau Lake Louise	Banff	2
347	Apr. 18 (Mon)	Hwy	7:00-10:30	Jasper E.	Jasper	5
348	Apr. 18 (Mon)	Train	20:25	Jasper	Jasper	2
349	Apr. 19 (Tues)	Train	12:15	Banff	Banff	2
350	Apr. 22 (Fri)	Hwy	17:30-21:00	Banff E.	Banff	7
351	Apr. 23/24	Charter	TBD	Andrew Motor Lodge	Jasper	2
352	Apr. 23 (Sat)	Hwy	7:00-10:30	Kootenay W.	Banff	5
353	Apr. 24 (Sun)	Bus	14:25	Jasper	Jasper	2
354	Apr. 26 (Tues)	Train	16:25	Banff	Banff	2
355	Apr. 27 (Wed)	Train	17:10	Lake Louise	Banff	2

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
356	Apr. 29 (Fri)	Bus	20:15	Banff	Banff	2
357	Apr. 30/May 1	Charter	TBD	Charlton's Cedar Court	Banff	2
358	Apr. 30 (Sat)	Hwy	10:30-14:00	Jasper W.	Jasper	6
359	May 1 (Sun)	Bus	16:35	Lake Louise	Banff	2
360	May 5 (Thurs)	Bus	11:50	Jasper	Jasper	2
361	May 6 (Fri)	Train	20:25	Jasper	Jasper	2
362	May 7/8	Charter	TBD	Banff Springs	Banff	2
363	May 7 (Sat)	Hwy	17:30-21:00	Jasper E.	Jasper	5
364	May 8 (Sun)	Hwy	7:00-10:30	Jasper E.	Jasper	5
365	May 9 (Mon)	Hwy	10:30-14:00	Banff E.	Banff	7
366	May 10 (Tues)	Bus	14:30	Banff	Banff	2
367	May 10 (Tues)	Night	21:00-2:00	Kootenay W.	Banff	2
368	May 13 (Fri)	Hwy	17:30-21:00	Hwy 11	Jasper	5
369	May 14 (Sat)	Train	9:55	Jasper	Jasper	2
370	May 14 (Sat)	Night	21:00-2:00	Banff E.	Banff	2
371	May 15 (Sun)	Train	16:25	Banff	Banff	2
372	May 16/20	Charter	TBD	Whistler's Motel	Jasper	2

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
373	May 16/20	Charter	TBD	Mountaineer Motel	Banff	2
374	May 16 (Mon)	Hwy	14:00-17:30	Jasper W.	Jasper	6
375	May 17 (Tues)	Hwy	17:30-21:00	Jasper W.	Jasper	6
376	May 18 (Wed)	Hwy	17:30-21:00	Yoho W.	Banff	6
377	May 19 (Thurs)	Hwy	10:30-14:00	Kootenay W.	Banff	5
378	May 19 (Thurs)	Night	2:00-7:00	Hwy 11	Jasper	2
379	May 21/23	Charter	TBD	Homestead Inn	Banff	2
380	May 21/23	Charter	TBD	Irwin's Motor Inn	Banff	2
381	May 21 (Sat)	Train	11:20	Lake Louise	Banff	2
382	May 22 (Sun)	Hwy	10:30-14:00	Jasper W.	Jasper	6
383	May 22 (Sun)	Hwy	17:30-21:00	Banff E.	Banff	7
384	May 22 (Sun)	Night	21:00-2:00	Jasper W.	Jasper	2
385	May 23 (Mon)	Train	12:15	Banff	Banff	2
386	May 24 (Tues)	Bus	21:05	Lake Louise	Banff	2
387	May 25 (Wed)	Hwy	17:30-21:00	Banff E.	Banff	7
388	May 28 (Sat)	Hwy	10:30-14:00	Yoho W.	Banff	6
389	May 28 (Sat)	Night	2:00-7:00	Yoho W.	Banff	2

STINT #	DATE/DAY	TYPE	TIME	LOCATION	CREW	# OF STAFF
390	May 29 (Sun)	Hwy	14:00-17:30	Kootenay W.	Banff	5
391	May 30/June 3	Charter	TBD	Post Hotel	Banff	2
392	May 30 (Mon)	Train	22:30	Jasper	Jasper	2
393	June 1 (Wed)	Hwy	17:30-21:00	Hwy 11	Jasper	5
394	June 3 (Fri)	Bus	20:55	Banff	Banff	2
395	June 4 (Sat)	Hwy	14:00-17:30	Banff E.	Banff	7
396	June 5 (Sun)	Bus	14:25	Jasper	Jasper	2
397	June 6/10	Charter	TBD	Jasper Inn	Jasper	2
398	June 6 (Mon)	Bus	15:25	Banff	Banff	2
399	June 7 (Tues)	Hwy	14:00-17:30	Jasper E.	Jasper	5
400	June 8 (Wed)	Hwy	14:00-17:30	Kootenay W.	Banff	5
401	June 9 (Thurs)	Hwy	7:00-10:30	Yoho W.	Banff	6
402	June 10 (Fri)	Bus	11:50	Jasper	Jasper	2
403	June 11 (Sat)	Hwy	14:00-17:30	Banff E.	Banff	7
404	June 14 (Tues)	Night	2:00-7:00	Jasper E.	Jasper	2

THAT'S IT FOLKS. THE NATIONAL PARKS VISITOR SURVEY IS FINISHED.
WE COULDN'T HAVE DONE IT WITHOUT ALL OF YOU. THANKS TO ALL OF YOU FOR
YOUR COOPERATION, FROM THE STAFF AT RUSTON/TOMANY & ASSOCIATES LTD.

STATUS REPORTS

Ruston/Tomany & Associates Ltd. R/T 19151

Stint Summary
Summer Schedule - June 15 to September 7

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
001	16/06	C	Banff	3	1	R/T S.C.	
002	18/06	N/C	Banff E. (a)	2	-		
003	18/06	T	Jasper	3	2	R/T S.C.	
004	18/06	R	Jasper E.	5	16	R/T S.C.	Transport Alberta present.
005	18/06	B	Banff	3	-		
006	19/06	R	Hwy.11	5	11	R/T S.C.	
007	20/06	R	Banff E. (c)	5	8	R/T	Transport Alberta present.
008	21/06	R	Jasper E.	5	24	S.C.	
009	21/06	B	Banff	3	3	R/T	
010	21/06	T	Jasper	3	3		
011	20/06	C	Banff	3	4	S.C.	
012	-	C	Banff	-	-		Cancelled. All charters postponed until July 4 due to lack of foreign materials. Replaced By Stint 127A.

CODE

MODES: C = CHARTER B = BUS T = TRAIN R = ROAD N/C = NIGHT COUNT

MONITORED: R/T = RUSTON TOMANY HEAD OFFICE S.C. = STUDY COORDINATOR

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
013	-	C	Banff	-	-		Replaced By Stint 143A.
014	22/06	N/C	Kootenay	2	-		
015	22/06	R	Banff E. (a)	5	14	R/T S.C.	Transport Alberta present.
016	22/06	T	L. Louise	3	7		Train was 5 hrs. late.
017	23/06	R	Kootenay	5	11	R/T S.C.	
018	23/06	T	Banff	3	4		
019	24/06	B	L. Louise	3	-		No qualifiers.
020	24/06	R	Kootenay	5	11	S.C.	
021	24/06	R	Jasper W.	5	16	R/T	
022	24/06	N/C	Jasper E.	2	-		
023	25/06	T	Banff	2	3	S.C.	
024	25/06	R	Banff E. (a)	5	14	S.C.	
025	26/06	N/C	Hwy. 11	2	-		
026	26/06	R	Yoho	5	11	R/T S.C.	
027	-	C	Banff	-	-		Replaced by Stint 165A.
028	27/06	B	L. Louise	3	-		No qualifiers.
029	27/06	R	Banff E. (a)	5	9		Interviewing delayed by heavy winds (45 mins.).
030	28/06	R	Banff E. (a)	5	22		
031	28/06	R	Jasper W.	5	21	S.C.	
032	28/06	T	Banff	3	7		

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
033	-	C	L. Louise	-	-		Replaced by Stint 168A.
034	-	C	Banff	-	-		Replaced by Stint 182A.
035	-	C	L. Louise	-	-		Replaced by Stint 176A.
036	30/06	B	Jasper	3	6		
037	30/06	R	Banff E. (c)	4	18	S.C.	
037A	30/06	T	Jasper	3	4		
038	1/07	R	Kootenay	4	9		
039	1/07	R	Banff E. (b)	4	3	S.C.	
040	1/07	B	Jasper	3	1		
041	-	C	Banff	-	-		Replaced by Stint 188A.
042	2/07	R	Kootenay	4	13		
043	3/07	R	Banff E. (b)	3	2	S.C.	
044	3/07	T	Banff	3	6	S.C.	
045	4/07	C	Jasper	3	4		First charter stint with foreign language materials.
046	5/07	C	Jasper	3	-		No qualifying buses.
047	5/07	C	L. Louise	3	2	S.C.	
048	4/07	R	Jasper W.	5	5		Interviewing ended 80 minutes early due to rain.
049	4/07	R	Hwy.11	5	4		Interviewing ended 45 minutes early due to rain.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
050	5/07	N/C	Jasper W.	2	-		
051	5/07	R	Yoho	-	-		Cancelled due to rain.
052	5/07	T	L. Louise	3	3	S.C.	
053	5/07	N/C	Yoho	2	-		
054	6/07	R	Yoho	5	20		Interviewing ended 20 minutes early due to rain.
055	6/07	R	Banff E. (c)	-	-		Cancelled due to rain.
056	6/07	T	L. Louise	3	6		
057	6/07	T	Jasper	3	3		
058	7/07	R	Jasper W.	5	26		
059	6/07	C	Jasper	-	-		Cancelled. No buses leaving. Replaced by Stint 059A.
059A	7/07	C	Jasper	3	3		Replacement for Stint 059.
060	9/07	C	Banff	3	4		
061	9/07	N/C	Yoho	2	-		
062	10/07	T	Banff	3	8	R/T S.C.	
063	10/07	B	Banff	2	1	R/T S.C.	
064	12/07	C	Field B.C.	4	2		
065	11/07	R	Jasper E.	5	24		

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
066	11/07	R	Hwy.11	4	20	R/T S.C.	
067	11/07	T	Banff	3	6		
068	11/07	B	Banff	3	2		
069	11/07	B	L. Louise	2	-		No qualifiers.
070	11/07	N/C	Jasper E.	2	-		
070A	12/07	R	Yoho	4	20		
071	12/07	R	Banff E. (c)	4	14		
072	12/07	B	Banff	4	2		
073	13/07	R	Jasper W.	5	24		
074	13/07	R	Banff E. (a)	5	12		
075	13/07	B	L. Louise	2	1		
076	13/07	N/C	Jasper W.	2	-		
077	14/07	B	Banff	3	-		No qualifiers.
078	15/07	R	Yoho	4	20		
079	17/07	R	Jasper E.	-	-		Cancelled due to rain.
080	18/07	R	Kootenay	4	15		
081	18/07	T	Banff	3	6		
082	19/07	R	Jasper E.	5	24		

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
083	19/07	T	Banff	3	7		
084	19/07	T	L. Louise	3	-	R/T S.C.	No qualifiers.
085	19/07	B	L. Louise	3	1	S.C.	
086	19/07	B	Jasper	3	3		
087	20/07	R	Banff E.	6	18	R/T S.C.	First stint at new Trans-Canada site. Interviewing started 1/2 hour late due to new set up. Stint cut short 15 minutes by rain. Transport Alberta present.
088	21/07	R	Jasper E.	5	29		
089	21/07	R	Yoho	4	8		
090	20/07	C	Banff	2	-	R/T S.C.	14 dist./0 returned. First Charter Stint using self-completion materials.
091	24/07	C	Banff	3	1	S.C.	7 dist./1 returned.
092	22/07	R	Banff E.	6	29	S.C.	
093	22/07	B	L. Louise	2	-		No qualifiers.
094	24/07	T	Jasper	3	4		
095	24/07	B	L. Louise	2	-		No qualifiers.
096	25/07	R	Jasper E.	4	20		
097	25/07	R	Kootenay	4	5	S.C.	Lost 2 3/4 hours of interviewing due to rain.
098	25/07	T	L. Louise	3	5		

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
099	26/07	R	Yoho	5	11	S.C.	Lost 1/2 hour of interviewing due to set-up alterations.
100	26/07	R	Kootenay	4	9		Lost 1 hour of interviewing when respondent's camper broke down in site.
101	27/07	C	Banff	2	14		25 dist./14 returned.
102	25/07	C	Banff	2	22	S.C.	38 dist./22 returned.
103	27/07	R	Kootenay	4	11		
104	28/07	R	Banff E.	6	27	S.C.	
105	29/07	B	Banff	2	5		
106	30/07	R	Jasper E.	4	22		
107	30/07	T	Banff	-	-		Missed due to scheduling error. Replaced by Stint 126A.
108	31/07	B	Banff	-	-		Missed due to scheduling error. Replaced by Stint 128A.
109	28/07	C	Banff	2	-	S.C.	No qualifying buses.
110	29/07	C	Banff	3	-	S.C.	No qualifying buses.
111	29/07	C	L. Louise	2	-		No qualifying buses.
112	1/08	R	Jasper W.	-	-	S.C.	Cancelled due to heavy rain and high winds.
113	1/08	R	Banff E.	-	-		Cancelled due to tornado warnings.
114	1/08	B	Banff	3	3		

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
115	1/08	B	Jasper	3	5	S.C.	
116	2/08	R	Jasper E.	-	-		Cancelled due to heavy rain.
117	2/08	B	Banff	3	7		
118	2/08	N/C	Banff E.	2	-		
119	3/08	T	Jasper	3	6		
120	1/08	C	Banff	2	7		7 dist./7 returned.
121	2/08	C	Jasper	3	3	S.C.	14 dist./3 returned.
122	1/08	C	Jasper	2	13	S.C.	24 dist./13 returned.
123			BLANK STINT (SEE SCHEDULE)				
124	4/08	R	Banff E.	-	-	S.C.	Cancelled due to rain.
125	5/08	T	Banff	3	9	S.C.	
126	5/08	B	Banff	3	1		
126A	6/08	T	Banff	-	-		Replacement for Stint 107. Missed due to scheduling error. Replaced by Stint 141A.
127	6/08	R	Jasper W.	5	29		
127A	5/08	C	Jasper	2	-		Replacement for Stint 012. No qualifying buses.
128	6/08	C	Jasper	2	-		5 dist./0 returned.
128A	7/08	B	Banff	1	2		Replacement for Stint 108.
129	8/08	R	Jasper W.	5	27		

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
130	8/08	B	Jasper	3	4		
131	8/08	N/C	Hwy. 11	2	-		
132	9/08	R	Jasper W.	-	-		Cancelled due to heavy rain.
133	9/08	R	Yoho	4	9		
134	9/08	R	Kootenay	4	9	S.C.	Interviewing started 1/2 hr. late due to fog.
135	9/08	B	Jasper	3	4		
136	10/08	R	Yoho	4	14		Interviewing started 1/2 hr. late due to sunrise time.
137	10/08	B	Jasper	3	3		
138	10/08	N/C	Banff E.	-	-		Missed due to scheduling error. Replaced by Stint 164A.
139	11/08	T	Jasper	2	3		
140	12/08	R	Jasper W.	-	-		Cancelled due to heavy rain.
141	12/08	R	Banff E.	6	13	S.C.	Interviewing cut short 1 1/2 hrs. due to heavy rain.
141A	13/08	T	Banff	-	-		Replacement for Stint 126A. Missed due to scheduling error. Replaced by Stint 155A.
142	14/08	T	Banff	3	9		
143	13/08	C	Banff	3	30	S.C.	56 dist./30 returned.
143A	13/08	C	Jasper	1	7		Replacement for Stint 013. 20 dist./7 returned.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
144	13/08	C	Jasper	1	-		No qualifying buses.
145	15/08	R	Jasper W.	5	18		Interviewing ended 1/2 hr. early due to sunset time.
146	15/08	R	Yoho	4	6		Interviewing cut short 1 1/2 hrs. due to rain.
147	16/08	T	Banff	2	5		
148	16/08	C	Field B.C.	2	-		No qualifying buses.
149	18/08	R	Jasper E.	4	8		Interviewing ended 2 hrs. early due to rain.
150	18/08	R	Kootenay	-	-		Missed due to vehicle breakdown. Replaced by Stint 166A.
151	18/08	B	Jasper	3	5		
152	19/08	R	Jasper W.	4	33		
153	19/08	R	Hwy. 11	4	15		
154	19/08	T	Jasper	2	5		
155	19/08	B	Jasper	3	3		
155A	20/08	T	Banff	1	1		Replacement for Stint 141A.
156	21/08	C	Jasper	1	-		No qualifying buses.
156A	23/08	C	L. Louise	2	-		Replacement for Stint 165A. No qualifying buses.
157	22/08	R	Jasper E.	5	27		
158	22/08	R	Hwy. 11	4	9		

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
159	22/08	T	Jasper	2	6		
160	22/08	B	Jasper	3	-		No qualifiers.
161	22/08	N/C	Kootenay	2	-		
162	23/08	R	Yoho	-	-		Missed due to insufficient crew. Replaced by Stint 183B.
163	23/08	R	Banff E.	5	17	S.C.	Interviewing started 1/2 hr. late due to sunrise time.
164	23/08	C	Banff	1	-		No qualifying buses.
164A	24/08	N/C	Banff E.	2	-		Replacement for Stint 138.
165	24/08	B	Jasper	1	3		
165A	23/08	C	L. Louise	-	-		Replacement for Stint 027. Missed due to scheduling error. Replaced by Stint 156A
166	25/08	T	Jasper	-	-		Rail strike. No completions.
166A	25/08	R	Kootenay	4	5		Replacement for Stint 150.
167	27/08	R	Hwy. 11	4	12		
168	28/08	T	L. Louise	-	-		Rail strike. No completions.
168A	24/08	C	Field B.C.	2	4		Replacement for Stint 033. 13 dist./4 returned.
169	27/08	C	Jasper	1	13		19 dist./13 returned.
170	29/08	T	Banff	-	-		Rail strike. No completions.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
171	29/08	T	L. Louise	-	-		Rail strike. No completions.
172	29/08	B	Banff	2	3		
173	30/08	R	Yoho	-	-		B.C. supervisor missed stint. Replaced by Stint 184A.
174	30/08	R	Banff E.	6	18	S.C.	Interviewing ended 1 hr. early due to heavy traffic.
175	30/08	T	Banff	-	-		Rail strike. No completions.
176	30/08	B	Banff	2	3		
176A	29/08	C	L. Louise	2	3		Replacement for Stint 035. 14 dist./3 returned.
177	30/08	C	L. Louise	-	-		Missed due to power failure. Replaced by Stint 183A.
178	30/08	C	Banff	2	2	S.C.	21 dist./2 returned.
179	31/08	R	Kootenay	-	-		B.C. supervisor missed stint. Replaced by Stint 181A.
180	1/09	R	Yoho	-	-		B.C. supervisor missed stint. Replaced by Stint 182B.
181	2/09	B	Banff	2	2		
181A	3/09	R	Kootenay	4	-		Replacement for Stint 179. Cancelled due to rain and fog.
182	3/09	R	Jasper E.	2	-		Cancelled due to rain and fog.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
182A	2/09	C	Jasper	1	-		Replacement for Stint 034. No qualifying buses.
182B	4/09	R	Yoho	5	8		Replacement for Stint 180. Interviewing ended 1 hr. early due to sunset time.
183	31/08	C	Banff	2	14		37 dist./14 returned.
183A	7/09	C	L. Louise	2	13		Replacement for Stint 177. 37 dist./12 returned.
183B	5/09	R	Yoho	5	10		Replacement for Stint 162. Interviewing started 1 hr. late due to sunrise time.
184	5/09	R	Banff E.	4	20	S.C.	
184A	5/09	R	Yoho	5	14		Replacement for Stint 173.
185	6/09	R	Kootenay	4	8		
186	7/09	R	Jasper E.	4	25		Interviewing began 1/2 hr. late due to sunrise time.
187	7/09	R	Banff E.	4	20	S.C.	Interviewing began 1/2 hr. late due to sunrise time.
188	7/09	T	Jasper	2	5		
188A	5/09	C	Jasper	1	8		Replacement for Stint 041. 23 dist./8 returned.
189	6/09	C	Jasper	1	-		No qualifying buses.

Stint Summary

Fall Schedule - September 8 to October 31, 1987

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
190	8/09	N/C	Jasper W.	2	-		
191	9/09	B	Jasper	2	1		
192	11/09	C	Banff	3	22	S.C.	75 dist./22 returned.
193	12/09	C	L. Louise	2	2		14 dist./2 returned.
194	12/09	B	Jasper	2	2		
195	13/09	R	Banff E.	6	15	S.C.	
196	13/09	T	Banff	2	7		
197	13/09	T	Jasper	2	3		Train was 2 hrs. late.
198	13/09	B	L. Louise	2	1	S.C.	
199	15/09	R	Hwy. 11	4	-		Cancelled due to rain.
200	17/09	R	Kootenay	4	15		Interviewing began 1/4 hr. late due to vehicle trouble.
201	18/09	R	Jasper E.	4	24		

CODE

MODES: C = CHARTER B = BUS T = TRAIN R = ROAD N/C = NIGHT COUNT

MONITORED: R/T = RUSTON TOMANY HEAD OFFICE S.C. = STUDY COORDINATOR

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
202	19/09	R	Yoho	-	-		Missed due to crew availability. Replaced by Stint 228A.
203	19/09	B	Banff	2	3		
204	20/09	N/C	Hwy. 11	2	-		
205	20/09	R	Jasper W.	4	16	S.C.	Interviewing started 1 hr. late due to sunrise time.
206	25/09	C	Jasper	2	2		10 dist./2 returned.
207	21/09	N/C	Banff E.	2	-	S.C.	
208	21/09	B	Jasper	3	1		
209	22/09	R	Jasper W.	4	20		Interviewing ended 1/2 hr. early due to sunset time.
210	23/09	R	Banff E.	4	14		
211	25/09	T	L. Louise	2	1		
211A	26/09	T	Jasper	2	-		No qualifiers.
212	26/09	R	Banff E.	2	-		Cancelled due to rain.
213	26/09	T	L. Louise	2	1	S.C.	
214	27/09	R	Jasper E.	5	20		Interviewing started 1/2 hr. late due to sunrise time.
215	27/09	R	Banff E.	6	31		
216	28/09	C	Banff	3	28		62 dist./28 returned.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
217	30/09	R	Yoho	5	18		
218	1/10	R	Banff E.	4	15		
219	2/10	B	L. Louise	2	1		
220	3/10	B	Jasper	3	1		
221	6/10	N/C	Yoho	2	-		
222	6/10	R	Jasper E.	4	11		Interviewing began 1/4 hr. late due to sunrise time.
223	7/10	R	Jasper W.	4	17		
224	7/10	T	Jasper	3	6		
225	9/10	R	Banff E.	5	10	S.C.	Interviewing began 1 hr. late due to vehicle trouble.
226	11/10	C	Banff	3	4		10 dist./4 returned.
227	10/10	N/C	Kootenay	2	-		
228	10/10	R	Jasper E.	4	9		
228A	10/10	R	Yoho	3	9		Replacement for Stint 202.
229	11/10	R	Yoho	5	29		
230	12/10	R	Hwy. 11	1	-		Missed due to vehicle failure. Replaced by Stint 244A.
231	15/10	C	L. Louise	3	11		16 dist./11 returned.
232	15/10	R	Yoho	5	24	S.C.	

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
233	16/10	T	Banff	3	7	S.C.	
234	17/10	C	L. Louise	2	-		No qualifying buses.
235	17/10	N/C	Jasper E.	2	-		
236	17/10	R	Jasper W.	4	17		Interviewing ended 1 hr. early due to sunset time.
237	17/10	R	Kootenay	4	9	S.C.	
238	17/10	B	Banff	3	1		
239	18/10	R	Banff E.	7	38		
240	18/10	T	L. Louise	2	1		
241	21/10	B	L. Louise	2	1		
242	24/10	C	L. Louise	1	9	S.C.	11 dist./9 returned.
243	24/10	R	Kootenay	4	-		Cancelled due to road construction at site.
244	24/10	T	Banff	2	2		
244A	24/10	R	Hwy. 11	4	8		Replacement for Stint 230.
245	26/10	B	Banff	3	2		
246	28/10	T	Banff	3	6	S.C.	
247	28/10	B	Banff	3	-	S.C.	No qualifiers.
248	29/10	T	Jasper	3	3		
249	30/10	R	Kootenay	2	-		Cancelled due to road construction at site.
250	31/10	C	Banff	2	3		11 dist./3 returned.

Stint Summary
Winter Schedule - November 1 to April 14

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
251	3/11	C	Jasper	2	-		10 dist./0 returned.
252	3/11	R	Banff E.	7	9	R/T S.C.	Intermittent interviewing due to rain.
253	4/11	T	Jasper	3	-	R/T S.C.	No qualifiers.
254	5/11	N/C	Banff E.	2	-		
255	10/11	C	Banff	2	4		4 dist./4 returned.
256	10/11	B	Jasper	3	-		No qualifiers.
257	12/11	R	Yoho	3	-		Cancelled due to rain.
258	13/11	B	L. Louise	2	-		No qualifiers.
259	14/11	B	Jasper	2	-		No qualifiers.
260	16/11	B	Banff	2	2		
261	19/11	R	Kootenay	4	-	S.C.	Cancelled due to icy roads.
262	21/11	N/C	Jasper E.	2	-		
263	28/11	C	Jasper	2	-		No qualifying buses.
264	-	C	L. Louise	-	-		Missed when supervisor quit. Replaced by Stint 267A.

CODE

MODES: C = CHARTER B = BUS T = TRAIN R = ROAD N/C = NIGHT COUNT
SH - SKI HILL (DUSK STRATUM) SC = SKI COUNT (DUSK STRATUM)

MONITORED: R/T = RUSTON TOMANY HEAD OFFICE S.C. = STUDY COORDINATOR

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
265	3/12	T	Banff	-	-		Missed when supervisor quit. Replaced by Stint 268A.
266	5/12	R	Kootenay	2	-	R/T S.C.	Missed due to insufficient crew. Replaced by Stint 269B.
267	6/12	R	Banff E.	6	47	R/T S.C.	Roadside respondent self-completion methodology begins (to April 14). 29 mailbacks returned.
267A	15/12	C	Banff	1	3		11 dist./3 returned. Replacement for Stint 264.
268	8/12	R	Hwy. 11	4	3	R/T S.C.	3 mailbacks returned.
268A	10/12	T	Banff	3	1	R/T S.C.	Replacement for Stint 265.
269	13/12	C	Banff	1	1		12 dist./1 returned.
269A	12/12	SH	Louise	5	41	R/T	Ski hill (dusk) respondent self-completion methodology begins (to April 14). 12 mailbacks returned.
269B	13/12	R	Kootenay	5	8		6 mailbacks returned. Replacement for Stint 266.
270	13/12	B	Banff	-	-		Missed due to crew availability. Replaced by Stint 270B.
270A	15/12	SC	Banff E	3	-		Count conducted at Banff, Yoho and Kootenay.
270B	20/12	B	Banff	2	3		Replacement for Stint 270.
271	23/12	N/C	Jasper W.	2	-		
272	23/12	N/C	Kootenay	2	-		
273	24/12	R	Jasper W.	5	-		Cancelled due to snow and icy roads.
274	26/12	R	Jasper E.	6	17		6 mailbacks returned.
274A	26/12	SH	Sunshine	5	33		12 mailbacks returned.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
275	27/12	R	Jasper W.	5	33		25 mailbacks returned.
276	31/12	C	Banff	1	2		4 dist./2 returned.
277	28/12	B	Banff	1	3	S.C.	
278	2/01	C	Radium	3	-		No qualifying buses.
279	1/01	B	L. Louise	2	1		
280	3/01	R	Yoho	5	-	S.C.	Cancelled due to extreme cold.
280A	3/01	SC	Jasper E.	2	-		
280B	6/01	SH	Louise	4	22		4 mailbacks returned.
281	8/01	R	Jasper E.	3	-		Cancelled due to unplowed and icy roads.
282	9/01	T	Banff	2	2		Train passengers carried by bus due to derailment.
282A	10/01	SH	Marmot	5	25		12 mailbacks returned.
283	11/01	B	Jasper	2	-		No qualifiers.
284	12/01	R	Kootenay	4	13		9 mailbacks returned.
285	13/01	N/C	Yoho	1	-		
285A	14/01	SH	Marmot	5	2		2 mailbacks returned.
286	16/01	T	Jasper	1	2		
287	17/01	R	Jasper E.	4	30		18 mailbacks returned.
288	21/01	T	Banff	2	-		No qualifiers.
289	24/01	C	Banff	2	-		No departing buses. Replaced by Stint 321A.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
290	24/01	R	Yoho	5	20		17 mailbacks returned. Interviewing delayed 1/2 hr. due to sunrise time.
291	25/01	R	Jasper E.	5	20		10 mailbacks returned.
292	26/01	R	Banff E.	4	19	S.C.	10 mailbacks returned. Interviewing delayed 1/2 hour due to sunrise time.
293	31/01	B	Jasper	1	-		No qualifiers.
294	31/01	N/C	Banff E.	2	-		
295	2/02	C	Jasper	3	-		No departing buses. Replaced by Stint 301A
296	3/02	T	Jasper	2	-		No qualifiers.
296A	4/02	SC	Jasper E.	2	-		
297	6/02	C	Banff	3	1		12 dist./1 returned.
298	6/02	T	L. Louise	2	-	S.C.	No qualifiers.
299	7/02	R	Banff E.	5	39		21 mailbacks returned.
300	7/02	N/C	Yoho	2	-		
300A	7/02	SC	Jasper E.	2	-		
301	28/02	C	Jasper	3	8		32 dist./8 returned.
301A	14/02	C	Banff	1	-	S.C.	2 dist./0 returned.
302	13/02	R	Jasper	-	-		Cancelled due to RCMP advice that roads were unsafe. Winter Olympics begin.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
303	13/02	R	Banff E.	2	-		Cancelled due to blizzard.
304	14/02	N/C	Hwy. 11	1	-		
305	16/02	T	Banff	2	1		
305A	20/02	SH	Sunshine	5	43		16 mailbacks returned.
306	21/02	R	Jasper W.	4	-		Cancelled due to unplowed and icy roads.
307	21/02	R	Banff E.	6	-	S.C.	Cancelled due to high winds.
308	23/02	R	Banff E.	6	9		2 mailbacks returned (81 disqualified vehicles).
308A	24/02	SH	Norquay	5	12		4 mailbacks returned.
309	28/02	N/C	Kootenay	1	-		
309A	28/02	SC	Banff E.	3	-		Count conducted at Banff, Yoho and Kootenay. Winter Olympics end.
310	29/02	R	Kootenay	4	12		7 mailbacks returned. Interviewing ended 1/2 hr. early due to sunset time.
311	4/03	T	Jasper	3	1		
312	5/03	B	Jasper	2	-		No qualifiers.
313	6/03	N/C	Jasper W.	2	-		Conducted at wrong time. Replaced by Stint 318B.
314	11/03	C	L. Louise	1	-		No qualifying buses.
315	9/03	B	L. Louise	2	-		No qualifiers.
316	10/03	R	Jasper W.	6	6		5 mailbacks returned.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
317	13/03	C	Banff	1	5		31 dist./5 returned.
317A	12/03	SH	Norquay	3	19		4 mailbacks returned.
318	13/03	T	Banff	2	3		
318A	15/03	SH	Marmot	5	6		2 mailbacks returned.
318B	13/03	N/C	Jasper W.	2	-		Replacement for Stint 313.
319	17/03	T	L. Louise	2	2		
319A	17/03	SC	Jasper E.	2	-		
320	18/03	R	Kootenay	4	7	S.C.	7 mailbacks returned.
321	20/03	C	L. Louise	-	-		Missed due to crew availability. Replaced by Stint 341B.
321A	20/03	C	Banff	1	-		13 dist./0 returned. Replacement for Stint 289.
322	19/03	T	Banff	2	4		
323	20/03	R	Yoho	5	20		19 mailbacks returned.
323A	20/03	SH	Marmot	-	-		Missed due to insufficient crew. Replaced by Stint 331A.
324	25/03	C	Banff	1	4		15 dist./4 returned.
325	21/03	R	Banff E.	2	-		Cancelled due to icy roads. Replaced by Stint 332A.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
326	23/03	N/C	Hwy. 11	2	-		
327	25/03	N/C	Jasper E.	2	-		
328	27/03	C	Jasper	3	4	S.C.	62 dist./4 returned.
329	26/03	R	Jasper W.	5	17	S.C.	15 mailbacks returned.
330	27/03	T	L. Louise	2	-	S.C.	Cancelled due to train being 8+ hours late.
331	27/03	B	Banff	3	3		
331A	27/03	SH	Marmot	4	23		11 mailbacks returned.
332	1/04	C	Banff	3	-		Entire group spoke Korean only.
332A	28/03	R	Banff E.	5	41		27 mailbacks returned. Replacement for Stint 325.
333	29/03	B	Banff	-	-		Missed due to scheduling error. Replaced by Stint 392A.
333A	1/04	SC	Banff E.	2	-		Count conducted at Banff, Yoho and Kootenay.
334	2/04	R	Hwy. 11	-	-	S.C.	Cancelled due to ice and snow. Replaced by Stint 338A.
335	3/04	R	Kootenay	-	-		Cancelled due to snow and unplowed roads. Replaced by Stint 338B.
335A	4/04	SH	Sunshine	5	32		7 mailbacks returned.
336	6/04	R	Jasper W.	-	-		Cancelled due to snow and unplowed roads. Replaced by Stint 340A.
336A	6/04	SH	L. Louise	-	-		Cancelled due to road closure. Replaced by Stint 340B.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
337	8/04	R	Yoho	4	21	S.C.	18 mailbacks returned.
338	8/04	T	Jasper	2	4		
338A	9/04	R	Hwy. 11	4	6		2 mailbacks returned. Replacement for Stint 334.
338B	9/04	R	Kootenay	4	20		11 mailbacks returned. Replacement for Stint 335.
339	10/04	R	Banff E.	6	75		43 mailbacks returned.
340	10/04	B	Banff	2	4	S.C.	
340A	13/04	R	Jasper W.	5	11		7 mailbacks returned. Replacement for Stint 336.
340B	11/04	SH	L. Louise	6	42		20 mailbacks returned. Replacement for Stint 336A.
341	15/04	C	Banff	2	10	R/T	17 dist.10 returned.
341A	12/04	SC	Banff E.	3	-		Count conducted at Banff, Yoho and Kootenay.
341B	17/04	C	Jasper	2	4	R/T	35 dist./4 returned. Replacement for Stint 321.

Stint Summary
Spring Schedule - April 15 to June 14

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
342	15/04	R	Banff E.	7	45	R/T	
343	15/04	B	L. Louise	1	-	R/T	No qualifiers.
344	16/04	R	Yoho	5	29		
345	17/04	T	L. Louise	-	-		Missed due to supervisor illness. Replaced by Stint 352A.
346	19/04	C	L. Louise	2	-		No departing buses. Replaced by Stint 373A
347	18/04	R	Jasper E.	5	9	R/T	Lost 1/2 hr. of interviewing due to sunrise time and rain.
348	18/04	T	Jasper	3	2		
349	19/04	T	Banff	2	1		
350	22/04	R	Banff E.	7	22		Interviewing ended 3/4 hr. early due to sunset time.
351	24/04	C	Jasper	2	7		42 dist./7 returned.

CODE

MODES: C = CHARTER B = BUS T = TRAIN R = ROAD N/C = NIGHT COUNT

MONITORED: R/T = RUSTON TOMANY HEAD OFFICE S.C. = STUDY COORDINATOR

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
352	23/04	R	Kootenay	3	-		Cancelled due to rain.
352A	24/04	T	L. Louise	2	-		No qualifiers. Replacement for Stint 345.
353	24/04	B	Jasper	2	2		
354	26/04	T	Banff	2	2		
355	27/04	T	L. Louise	2	2		
356	29/04	B	Banff	2	2		
357	8/05	C	Banff	2	-		No qualifying buses.
358	30/04	R	Jasper W.	5	19		Interviewing ended 1 hr. early due to railroad blasting near site.
359	1/05	B	L. Louise	2	1		
360	5/05	B	Jasper	2	2		
361	6/05	T	Jasper	3	2		
362	8/05	C	Banff	2	8	S.C.	22 dist./8 returned.
363	7/05	R	Jasper E.	5	20		Interviewing ended 1/2 hr. early due to sunset time.
364	8/05	R	Jasper E.	5	16		
365	9/05	R	Banff E.	5	18	S.C.	
366	10/05	B	Banff	2	1		
367	10/05	N/C	Kootenay	2	-		
368	13/05	R	Hwy. 11	5	11		
369	14/05	T	Jasper	3	9		

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
370	14/05	N/C	Banff E.	2	-		
371	15/05	T	Banff	2	6		
372	20/05	C	Jasper	1	2		33 dist./2 returned.
373	15/05	C	Banff	2	-		No qualifying buses.
373A	24/05	C	Banff	1	-		No qualifying buses. Replacement for Stint 346.
374	16/05	R	Jasper W.	2	-		Cancelled due to rain.
375	17/05	R	Jasper W.	5	15		
376	18/05	R	Yoho	5	15		Interviewing began 1/4 hr. late due to rain.
377	19/05	R	Kootenay	4	-		Cancelled due to road construction.
378	19/05	N/C	Hwy. 11	2	-		
379	29/05	C	Banff	2	4		12 dist./4 returned.
380	29/05	C	Banff	2	7		21 dist./7 returned.
381	21/05	T	L. Louise	2	2		
382	22/05	R	Jasper W.	-	-		Missed due to insufficient crew. Replaced by Stint 390A.
383	22/05	R	Banff E.	6	7		Interviewing began 1/2 hr. late and ended 2 1/2 hours early on RCMP advice due to extremely heavy traffic.
384	22/05	N/C	Jasper W.	2	-		
385	23/05	T	Banff	2	5		

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
386	24/05	B	L. Louise	2	2		
387	25/05	R	Banff E.	-	-		Missed due to insufficient crew. Replaced by Stint 393A.
388	28/05	R	Yoho	-	-		Cancelled due to rain. Replaced by Stint 396A.
389	28/05	N/C	Yoho	2	-		
390	29/05	R	Kootenay	-	-	S.C.	Cancelled due to rain. Replaced by Stint 403A.
390A	29/05	R	Jasper W.	5	21		Replacement for Stint 382.
391	31/05	C	L. Louise	1	13		36 dist./13 returned.
392	30/05	T	Jasper	1	2		
392A	31/05	B	Banff	-	-		Missed due to insufficient crew. Replacement for Stint 333. Replaced by Stint 398A.
393	1/06	R	Hwy. 11	6	7		Transport Alberta present. Intermittent interviewing due to rain.
393A	1/06	R	Banff E.	5	13		Lost 2 hrs. of interviewing due to rain. Replacement for Stint 387.
394	3/06	B	Banff	2	-		No qualifiers.
395	4/06	R	Banff E.	8	40	S.C.	
396	5/06	B	Jasper	1	1		
396A	5/06	R	Yoho	6	10		Interviewing began 1 3/4 hrs. late due to rain. Replacement for Stint 388.

STINT #	DATE	MODE	LOCATION	# OF CREW	# OF Q'NAIRES	MONITORED	COMMENTS
397	10/06	C	Jasper	2	5		6 dist./5 returned.
398	6/06	B	Banff	1	2	S.C.	
398A	7/06	B	Banff	1	2	S.C.	Replacement for Stint 392A.
399	7/06	R	Jasper E.	5	-		Cancelled due to rain. Transport Alberta present.
400	8/06	R	Kootenay	4	5		Interviewing ended 2 hrs. early due to rain.
401	9/06	R	Yoho	5	26		
402	10/06	B	Jasper	2	-		No qualifiers.
403	11/06	R	Banff E.	7	48	S.C.	Transport Alberta present.
403A	12/06	R	Kootenay	5	12		Interviewing began 1 1/2 hrs. late due to vehicle blocking the site. Replacement for Stint 390.
404	14/06	N/C	Jasper E.	2	-		

SEASONAL SAMPLES

Summer
WkDay

			Hwy Locations								Trains			Bus			Overnight Hwy Locations								Motor
# Day	DATE		1	2	3	4	5	6a	6b	6c	B	LL	J	B	LL	J	1	2	3	4	5	6a	6b	6c	-Coach
1	June 15	M																							
2	16	Tu																							● Banff Springs ✓
3	17	W																							
4	18	Th	14:00										09:55	20:15								02:00			
5	19	F					14:30																		
6	22	M						10:30				17:10								02:00					
7	23	Tu				10:30					12:15														
8	24	W		17:30		14:00									07:15		21:00								● Banff Springs ✓
9	25	Th						17:30			12:15														
10	26	F			07:00		14:00														02:00				● Banff Ave ✓
11	29	M																							● Chateau Lake Louise ✓
12	30	Tu														07:30									
13	July 2	Th				14:00																			● Banff Springs ✓
14	3	F							10:30		12:15														
15	6	M			10:30					10:30		17:10	22:30												
16	7	Tu		14:00																					● Chateau Jasper ✓
17	8	W																							
18	9	Th																							● Banff Springs ✓
19	10	F									16:25			09:40											
20	13	M		07:00				07:00							10:35			21:00							
21	14	Tu												19:30											
22	15	W			10:30																				
23	16	Th																							
24	17	F	14:00																						
25	20	M								17:30															● [illegible] ✓
26	21	Tu	10:30		17:30																				● Banff [illegible]
27	22	W								17:30					15:20										
28	23	Th																							
29	24	F																							
30	27	M				07:00																			

[illegible] cal 3

[illegible] 6-[illegible]

[illegible]-10

[illegible] 1

Summer wkday'

HWY LOCATIONS

ay	DATE		1	2	3	4	5	6a	6b	6c	B	LL	J	B	LL	J	1	2	3	4	5	6a	6b	6c	-local	
31	July 28	Tu								17:30 ✓															● [illegible]	[illegible]
32	29	W												22:45 ✓											● [illegible]	[illegible]
33	30	Th	14:00 ✓								16:25 ✓														● [illegible]	27-31
34	31	F												09:40 ✓												
35	Aug 4	Tu						17:30 ✓																		1-7
36	5	W									12:15 ✓			22:20 ✓												
37	6	Th		10:30 ✓																					● [illegible]	[illegible]
38	7	F																								
39	10	M			07:00 ✓											14:30 ✓								02:00	● [illegible]	✓
40	11	Tu											10:05 ✓													
41	12	W		10:30 ✓					17:30 ✓																	
42	13	Th																							● [illegible]	10-14
43	14	F									12:15 ✓															
44	17	M																								
45	18	Tu	14:00 ✓			07:00 ✓										18:50 ✓										
46	19	W		14:00 ✓			17:30 ✓						20:25 ✓			14:30 ✓									● [illegible]	17-21
47	20	Th																								
48	21	F																								
49	24	M														07:30 ✓										
50	25	Tu											10:05 ✓													
51	26	W																							● [illegible]	[illegible]
52	27	Th					07:00 ✓																			
53	28	F										11:20 ✓														
54	31	M				07:00 ✓																			● [illegible]	
55	Sept 1	Tu			17:30 ✓																					
56	2	W												09:10 ✓												
57	3	Th	07:00 ✓																							
58	4	F																								
Total	91 stints		6	6	6	6	3	4	2	4	7	3	5	7	3	5	1	1	-	1	1	1	-	1	15.	

Summer Weekend

			Hwy Locations								Trains			Bus			Overnight Hwy Locations								Motor-Coach
# DAY	DATE		1	2	3	4	5	6a	6b	6c	B	LL	J	B	LL	J	1	2	3	4	5	6a	6b	6c	-Coach
1	June 19	F																							
2	20	Sa								7:00															● Banff Springs ✓
3	21	Su	14:00										20:25	15:25											
4	26	F																							● Rimrock ✓
5	27	Sa						17:30		07:00					17:00										
6	28	Su		14:00				10:30			16:25														
7	30	Tu								17:30			09:55					02:00							● Post Hotel
8	July 1	W				07:00			10:30							13:30									● Banff Springs
9	3	F																							● [illegible]
10	4	Sa		17:30			10:30																		● Jasper Park Lodge
11	5	Su			10:30							11:20							21:00						● Chateau Lake Louise
12	10	F																							● Emerald Lake Lodge
13	11	Sa	10:30				10:30				12:15			12:30	21:05		02:00								
14	12	Su			10:30					10:30		~~11:20~~		22:45	10:35										
15	17	F																							
16	18	Sa				07:00	~~10:30~~				16:25														
17	19	Su	14:00								12:15	11:20			10:35	14:50									
18	24	F											20:25		21:55										● Rimrock ✓
19	25	Sa	10:30	07:00		14:00						17:10													● Banff Springs ✓
20	26	Su			07:00	14:00																			
21	31	F																							● Rimrock ✓
22	Aug 1	Sa		07:00				07:00						17:30		14:30									● Buffalo Mtn Lodge
23	2	Su	17:30	07:00										15:25										02:00	
24	3	M											20:25												● [illegible] Lodge
25	7	F																							
26	8	Sa		14:00												14:30					21:00				
27	9	Su		07:00	14:00	10:30										13:30									
28	14	F																							● Radium Hot Springs
29	15	Sa		17:30	10:30																				
30	16	Su									12:15														

Summer 71 Weekends

Day	Date		Hwy Locations 1	2	3	4	5	6a	6b	6c	Trains B	LL	J	Bus B	LL	J	Overnight Hwy Locations 1	2	3	4	5	6a	6b	6c	Motor-Coach
31	Aug 21	F																							● Cascade for [illegible]
32	22	Sa	10:38				07:00						09:55			11:50				21:00					
33	23	Su			07:00			07:00			12:15														
34	28	F																							● [illegible]
35	29	Sa									12:15	17:10		17:30											
36	30	Su			14:00				14:00		12:15			20:15											● [illegible]
37	Sept 4	F																							
38	5	Sa						10:30			12:15			12:30											
39	6	Su				10:30																			● [illegible]
40	7	M	07:00							07:00			20:25												
Total	98 stints		7	6	7	6	3	5	2	4	7	4	6	7	4	6	1	1	1	1	1	-	-	1	18

7:30

Fall 87 weekday			Hwy Locations								Trains			[illegible] Bus			Overnight Hwy Locations								Motor
Day	Date		1	2	3	4	5	6a	6b	6c	B	LL	J	B	LL	J	1	2	3	4	5	6a	6b	6c	Coach
1	Sept 8	Tu																3:30							
2	9	W														11^{50}									
3	10	Th																							
4	11	F																							● Banff Springs
5	14	M																							
6	15	Tu					11:35																		
7	16	W																							
8	17	Th				11:30																			
9	18	F	11:30																						
10	21	M														13:30						18:30			
11	22	Tu		15:00													2^{00}								● Jasper Park Lodge
12	23	W							15^{00}																
13	24	Th																							
14	25	F										11:20													
15	28	M																					2^{00}		
16	29	Tu																							
17	30	W			15:00																				● Banff Springs
18	Oct 1	Th								14:30															
19	2	F																							
20	5	M																							
21	6	Tu	8:30																22:30						
22	7	W		11:35									20:21												
23	8	Th																							
24	9	F						14:30																	
25	13	Tu																							
26	14	W																							
27	15	Th			11:30																				● Chateau Lake Louise
28	16	F									16:25										2^{00}				
29	19	M																							

IN FALL:

Use circled times only

(For Night Counts)

Fall 87
Weekday

			Hwy Locations								Trains			[illegible] Bus			Overnight Hwy Locations								motor
Day	Date		1	2	3	4	5	6a	6b	6c	B	LL	J	B	LL	J	1	2	3	4	5	6a	6b	6c	Coach
31	21	W													15:20										
32	22	Th																							
33	23	F																							
34	26	M												20:15											
35	27	Tu												22:05 ~~22:~~	Sched. Change										
36	28	W									16:25														
37	29	Th											9:55												
38	30	F				14:30																			
Total	29		2	2	2	2	1	1	1	1	2	1	2	2	1	2	1	0	0	0	1	0	1	0	4

Fall 87 Weekend			Hwy Locations								Trains			Bus			Overnight Hwy Locations								Motor
Day	Date		1	2	3	4	5	6a	6b	6c	B	LL	J	B	LL	J	1	2	3	4	5	6a	6b	6c	Coach
1	Sept 11	F																							
2	12	Sa														11:55									● Lake Louise Inn
3	13	Su						8:00			16:25		9:55		15:20										
4	18	F																							
5	19	Sa			15:00									9:40 9:15	sched. change		2:00								
6	20	Su		8:00																	18:30				
7	25	F											22:30												
8	26	Sa								8:05		11:20													
9	27	Su	8:00						15:00																
10	Oct 2	F													21:55										
11	3	Sa														13:30			2:00						
12	4	Su																		2:00					
13	9	F																							
14	10	Sa	11:30													~~13:30~~				22:30					
15	11	Su			14:30							~~12:10~~													● [illegible] Louise Lodge
16	12	M					11:35																		
17	16	F																							
18	17	Sa		14:30		8:30								12:30			17:30								
19	18	Su						11:30				17:10													● Chateau Lake Louise
20	23	F																							
21	24	Sa				8:30					12:15														● Chateau Lake Louise
22	25	Su																							
23	30	F																							
24	31	Sa																							● Towns of Banff Park
	Total 33		2	[illegible]					1	1	[illegible]		[illegible]	[illegible]		2	1	[illegible]	1	1	[illegible]	[illegible]	[illegible]	0	5

WINTER-WEEKDAY			Hwy Locations 8								inbound			bus			Overnight Hwy Locations							1	motor
Day	Date		1	2	3	4	5	6a	6b	6c	B	LL	J3	B	LL	J3	1	2	3	4	5	6a	6b	6c	Coach
1	Nov 2	M																							
2	3	Tu				9:00																			
3	4	W											22:30												
4	5	Th																					6:00		
5	6	F																							• WHISTLER MOTOR HOTEL
6	9	M																							
7	10	Tu														18:50									
8	11	W																							
9	12	Th			9:00																				
10	13	F																							• CRATER LAKE
11	16	M												9:25											
12	17	Tu																							
13	18	W																							
14	19	Th							12:30																
15	20	F																							
16	23	M																							
17	24	Tu																							
18	25	W																							
19	26	Th																							
20	27	F																							
21	30	M																							
22	Dec 1	Tu																							
23	2	W																							• DEER LAKE
24	3	Th									16:25														
25	4	F																							
26	7	M																							
27	8	Tu					12:30																		
28	9	W																							
29	10	Th																							

SAMPLE Z

Winter Weekday

			Hwy Locations								Trains			Bus			Overnight Hwy Locations								
Day	Date		1	2	3	4	5	6a	6b	6c	B	LL	J3	B	LL	J	1	2	3	4	5	6a	6b	6c	Coach
30	Dec 11	F																							
31	14	M																							
32	15	Tu																							
33	16	W																							
34	17	Th																							
35	18	F																							
36	21	M																							
37	22	Tu																21:40		5:20					
38	23	W																							
39	24	Th		19:00										17:30											•Test • Hotel
40	28	M																							
41	29	T																							
42	30	W																							
43	31	Th																							
44	Jan 4	M																							
45	5	Tu																							
46	6	W																							
47	7	Th																							
48	N 8	F	12:30													6:10									
49	11	M																							
50	E 12	Tu				12:30													~~16:35~~						
51	L 13	W																							
52	P 14	Th																							
53	M 15	F																							
54	A 18	M																							
55	S 19	Tu																	16:00						
56	20	W								12:15															
57	21	Th																							
58	22	F																							

Winter Wkday

2

Day	Date		Hwy Locations								Trains						Overnight Hwy Locations								
			1	2	3	4	5	6a	6b	6c	B	LL	J3	B	LL	J	1	2	3	4	5	6a	6b1	6c	Coach
59	Jan 25th	M	12:30																						
60	26	Tu							9:00																
61	27	W																							
62	28	Th																							
63	29	F																							
64	Feb 1	M																							
65	2	Tu											20:45												
66	3	W																							
67	4	Th																							
68	5	F																							
69	8	M																							
70	9	Tu																							
71	10	W																							
72	11	Th																							
73	12	F																							
74	15	M						S			12:15														
75	N 16	Tu						C																	
76	17	W						I																	
77	E 18	Th						P																	
78	L 19	F						M																	
79	P 22	M						Y																	
80	M 23	Tu						L	8:30																
81	A 24	W						O																	
82	S 25	Th																							
83	26	F																							
84	29	M				14:30																			
85	Mar 1	Tu																							
86	2	W																							
87	3	Th																							

Winter
Wkday

			Hwy Locations								Trains			[illegible] Bus Bus			Overnight Hwy Locations								motor
Day	Date		1	2	3	4	5	6a	6b	6c	B	LL	J³	B	LL	J	1	2	3	4	5	6a	6b	6c	Coach
88	Mar 4	F																							
89	7	M																							
90	8	Tu																							West. Louise
91	9	W													20:35										
92	10	Th		15:00								17:10													
93	11	F																							
94	14	M																							
95	15	Tu																							
96	16	W																							
97	17	Th										~~17:10~~													
98	N 18	F																							
99	21	M							8:00																
100	E 22	Tu																			21:40				Chateau Lake
101	L 23	W																							
102	P 24	Th																							
103	M 25	F															3:20								
104	A 28	M																							
105	S 29	Tu												~~15:35~~											
106	30	W																							
107	31	Th																							Irving [illegible] N.Y.
108	April 1	F																							
109	4	M																							
110	5	Tu												15:25											
111	6	W		8:00																					
112	7	Th																							
113	8	F			8:00																				
114	11	M																							
115	12	Tu																							Douglas Fir Resort
116	13	W																							

Winter-Weekend			Hwy Locations								Trains 3			Bus			1 Overnight Hwy Locations								motor 2
Day	Date		1	2	3	4	5	6a	6b	6c	B	LL	J	B	LL	J	1	2	3	4	5	6a	6b	6c	Coach
1	Nov 1	Su																							
2	6	F																							
3	7	Sa																							
4	8	Su													20:35										
5	13	F													~~21:55~~										
6	14	Sa														11:50									
7	15	Su																							
8	20	F																							
9	21	Sa														11:50	2:00								
10	22	Su																							
11	27	F																							• [illegible] Lodge
12	28	Sa																							
13	29	Su																							
14	Dec 4	F																							
15	5	Sa				9:30																			
16	6	Su							12:30					~~6:25~~											
17	11	F																							
18	N 12	Sa																							• Douglas Fir
19	13	Su												9:25											
20	W 18	F																							
21	J 19	Sa																							
22	P 20	Su																							
23	I 24	Th																							
24	A 25	F																							
25	S 26	Sa	9:30																						
26	27	Su		9:30																					
27	Dec 31	Th																							
28	Jan 1	F													19:55										• [illegible] Hot Spring
29	2	Sa																							

2

Winter Weekends			Hwy Locations								Trains 3			Airport Bus Bus			1 Overnight Hwy Locations								motor
Day	Date		1	2	3	4	5	6a	6b	6c	B	LL	J	B	LL	J	1	2	3	4	5	6a	6b	6c	Coach
30	Jan 3	Su			9:30																				
31	8	F																							
32	9	Sa									12:15														
33	10	Su																							
34	15	F																							
35	16	Sa											20:25												
36	17	Su	11:30																						
37	22	F																							
38	23	Sa																							• IRWIN'S LITTLE INN
39	24	Su			9:00																				
40	29	F																							
41	30	Sa																					21:40		
42	31	Su														6:10									
43	Feb 5	F																							• RADIUM HOT SPRINGS
44	6	Sa										11:20							21:40		~~3:30~~				
45	7	Su							9:00												↑				
46	N 12	F																							
47	13	Sa	9:00					J	9:05												3:30				• STARR [illegible] INN
48	W 14	Su						-																	
49	L 19	F						P																	
50	D 20	Sa						I																	
51	I 21	Su		11:35				>	14:30																
52	A 26	F						L																	
53	S 27	Su						O												22:30					
54	28	Su						⊥																	
55	Mar 4	F											20:25												
56	5	Sa														18:50									
57	6	Su																3:30							
58	11	F																							

Winter Wkend

Day	Date		Hwy Locations								Trains 3			*Airport Bus Bus			1 Overnight Hwy Locations								motor 2
			1	2	3	4	5	6a	6b	6c	B	LL	J	B	LL	J	1	2	3	4	5	6a	6b	6c	Coach
59	Mar 12	Sa																							CHARLTON'S EVERGREEN
60	13	Su									12:15														
61	18	F				14:30																			
62	19	Sa									12:15														
63	20	Su			11:20						~~12:15~~			~~12:52~~											LAKE LOUISE IN[illegible]
64	25	F																							
65	26	Sa		12:00			~~8:00~~																		WHISTLER MOUNTAIN [illegible]
66	27	Su										17:10		12:30											
67	Apr. 1	F																							
68	2	Sa					8:00																		
69	3	Su				11:30						~~17:10~~													
70	8	F											22:30												
71	9	Sa																							
72	10	Su							11:30						15:25										

SAMPLE

WINTER-WEEKDAY

SKI HILL

Day	date			count		resort		count		resort			
1	Nov 2	M											
2	3	Tu			USE	CIRCLED		STINTS		ONLY			
3	4	W		SAMPLE 1				SAMPLE 2					
4	5	Th											
5	6	F											
6	9	M											
7	10	Tu											
8	11	W											
9	12	Th											
10	13	F											
11	16	M											
12	17	Tu											
13	18	W											
14	19	Th											
15	20	F											
16	23	M											
17	24	Tu											
18	25	W											
19	26	Th											
20	27	F											
21	30	M											
22	DEC 1	Tu											
23	2	W											
24	3	Th											
25	4	F											
26	7	M											
27	8	Tu											
28	9	W											
29	10	Th											

WINTER WEEKDAY SKI HILL

Day	Date			COUNT		RESORT		COUNT		RESORT		
30	Dec 11	F										
31	14	M										
32	15	Tu		BANFF EAST GATE								
33	16	W										
34	17	Th										
35	18	F										
36	21	M				MARMOT BASIN						
37	22	Tu										
38	23	W										
39	24	Th										
40	28	M										
41	29	T										
42	30	W										
43	31	Th										
44	Jan 4	M										
45	5	Tu										
46	6	W				LAKE LOUISE		JASPER EAST GATE				
47	7	Th										
48	8	F										
49	11	M								LAKE LOUISE		
50	12	Tu										
51	13	W										
52	14	Th								MARMOT BASIN		
53	15	F										
54	18	M						JASPER EAST GATE				
55	19	Tu										
56	20	W										
57	21	Th										
58	22	F										

WINTER WEEKDAY : SKI HILL

Day	Date			Count		Report		Count		Report		
59	Jan 25	M										
60	26	Tu										
61	27	W										
62	28	Th										
63	29	F										
64	Feb 1	M										
65	2	Tu										
66	3	W		JASPER EAST GATE		SUN SHINE						
67	4	Th										
68	5	F								MT NORQUAY		
69	8	M										
70	9	Tu										
71	10	W										
72	11	Th										
73	12	F										
74	15	M										
75	16	Tu										
76	17	W										
77	18	Th										
78	19	F										
79	22	M										
80	23	Tu				MT. NORQUAY						
81	24	W										
82	25	Th						BANFF EAST GATE				
83	26	F										
84	29	M										
85	Mar 1	Tu										
86	2	W										
87	3	Th										

WINTER WEEKDAY SKI HILL

day	date			COUNT		RESORT		COUNT		RESORT	
88	Mar 4	F									
99	7	M									
100	8	Tu									
101	9	W									
[illegible]	10	Th									
[illegible]	11	F									
[illegible]	14	M						BANFF EAST GATE		MARMOT BASIN	
[illegible]	15	Tu									
[illegible]	16	W		JASPER EAST GATE							
[illegible]	17	Th									
[illegible]	18	F									
[illegible]	21	M									
[illegible]	22	Tu									
[illegible]	23	W								LAKE LOUISE	
[illegible]	24	Th									
[illegible]	25	F									
[illegible]	28	M									
[illegible]	29	Tu									
[illegible]	30	W									
[illegible]	31	Th									
108	April 1	F								SUN SHINE	
109	4	M									
110	5	Tu				LAKE LOUISE					
111	6	W									
112	7	Th									
113	8	F									
114	11	M		BANFF EAST GATE							
115	12	Tu									
116	13	W									

WINTER WEEKDAY SKI HILL

Day	Date			Count		Resort		Count		Resort		
117	April 14	Th.				MARMOT BASIN						

WINTER-WEEKENDS SKI-HILL

USE CIRCLED STINTS ONLY

				SAMPLE 1				SAMPLE 2				
Day	Date			Count		Resort		Count		Resort		
1	Nov 1	Su										
2	6	F										
3	7	Sa										
4	8	Su										
5	13	F										
6	14	Sa										
7	15	Su										
8	20	F										
9	21	Sa										
10	22	Su										
11	27	F										
12	28	Sa										
13	29	Su										
14	Dec 4	F										
15	5	Sa										
16	6	Su										
17	11	F										
18	12	Sa				LAKE LOUISE						
19	13	Su										
20	18	F								MT. NORQUAY		
21	19	Sa										
22	20	Su						JASPER EAST GATE				
23	24	Th										
24	25	F										
25	26	Sa								SUN SHINE		
26	27	Su										
27	Dec 31	Th										
28	Jan 1	F										
29	2	Sa										

WINTER WEEKENDS SKI HILL

# Day	Date			Count		Resort		Count		Resort		
30	Jan 3	Su		JASPER EAST GATE								
31	8	F										
32	9	Su										
33	10	Su										
34	15	F										
35	16	Su						BANFF EAST GATE				
36	17	Su								MARMOT BASIN		
37	22	F										
38	23	Su				SUN SHINE						
39	24	Su				~~MARMOT~~ BASIN						
40	29	F										
41	30	Su								LAKE LOUISE		
42	31	Su										
43	FEB 5	F										
44	6	Su				SUN SHINE						
45	7	Su		JASPER EAST GATE				JASPER EAST GATE.				
46	12	F										
47	13	Su										
48	14	Su										
49	19	F				MARMOT BASIN						
50	20	Su								SUN SHINE		
51	21	Su		BANFF EAST GATE								
52	26	F										
53	27	Su										
54	28	Su										
55	MAR 4	F										
56	5	Su										
57	6	Su										
58	11	F						BANFF EAST GATE				

WINTER WEEKEND SKI HILL

Day	Date			Count		~~Resort~~		Count		Resort		
59	Mar 12	Sa				MT. NORQUAY						
60	13	Su										
61	18	F										
62	19	Sa										
63	20	Su								MARMOT BASIN		
64	25	F										
65	26	Sa										
66	27	Su										
67	April 1	F		BANFF EAST GATE								
68	2	Sa										
69	3	Su										
70	8	F										
71	9	Sa										
72	10	Su										

SPRING-Weekday			Hwy Locations								Trains			AIRPORT BUS Bus			Overnight Hwy Locations								motor
Day	Date		1	2	3	4	5	6a	6b		B	LL	J	B	LL	J	1	2	3	4	5	6a			Coach
0	April 15	F						10:30 AM ✓																	
1	18	M	7:00 AM ✓										20:25 ✓												
2	19	Tu									12:15 ✓														
3	20	W																							
4.	21	Th																							CHATEAU LAKE LOUISE ✓
5	22	F																							
6	25	M																							
7	26	Tu									16:25 ✓														
8	27	W										17:10 ✓													
9	28	Th																							
10	29	F																							
11	May 2	M																							
12	3	Tu																							
13	4	W																							
14	5	Th														11:50 ✓									
15	6	F																							
16	9	M						10:30 ✓																	
17	10	Tu												14:30 ✓						21:00 ✓					
18	11	W																							
19	12	Th																							
20	13	F																							
21	16	M		14:00 ✓																					
22	17	Tu		17:30																					MOUNTAINEER MOTEL ✓
23	18	W			10:30 am ✓																				
24	19	Th				10:30 ✓															2:00 AM ✓				WHISTLERS MOTEL ✓
25	20	F																							
26	24	Tu													21:05 ✓										
27	25	W						17:30 ✓																	
28	26	Th																							

PRING-Weekday			Hwy Locations								Trains			Bus			Overnight Hwy Locations								motor
	date		1	2	3	4	5	6			B	LL	J	B	LL	J	1	2	3	4	5	6			Coach
	May 27	F																							
0	30	M											22:30												
1	31	Tu																							POST MOTEL LAKE LOUISE
2	June 1	W					17:30																		
3	2	Th																							
4	3	F																							
5	6	M												15:25											
6	7	Tu	14:00																						
7	8	W				14:00																			JASPER INN MOTOR LODGE
8	9	Th			7:00 AM																				
9	10	F														11:50 AM									
0	13	M																							
1	14	Tu															21:00 am								
			2	2	2	2	1	3	—		2	1	2	2	1	2	1	0	0	1	1	0	—		

SPRING Weekend			Hwy Locations								Trains			AIRPORT BUS BUS			Overnight Hwy Locations								motor
Ev	date		1	2	3	4	5	6			B	LL	J	B	LL	J	1	2	3	4	5	6			Coach
1	April 15	F													21:05										
2	16	Sa			14:00																				
3	17	Su										11:20 am													
4	22	Fr						17:30																	
5	23	Sa				7:00 am																			
6	24	Su														14:25									ANDREW MOTOR LODGE
7	29	F												20:15											CHARLTON'S CEDAR COURT
8	30	Sa		10:30 am																					
9	May 1	Su													16:35										
10	6	F											20:25												
11	7	Sa	17:30																						
12	8	Su	7:00 am																						BANFF SPRINGS.
13	13	F					17:30																		
14	14	Sa											9:55 am									21:00			
15	15	Su									16:25														
16	20	F						17:30																	HOMESTEAD INN
17	21	Sa										11:20 am													
18	22	Su		10:30 am														21:00							
19	23	M									12:15														IRWINS MOTOR INN
20	27	F																							
21	28	Sa			10:30 am														2:00 am						
22	29	Su				14:00																			
23	June 3	F												20:55											
24	4	Sa						14:00																	
25	5	Su														14:25									
26	10	F																							
27	11	Sa						14:00																	
28	12	Su																							
			2	2	2	2	1	4	—	—	2	2	2	2	2	2	0	1	1	0	0	1	—	—	

X